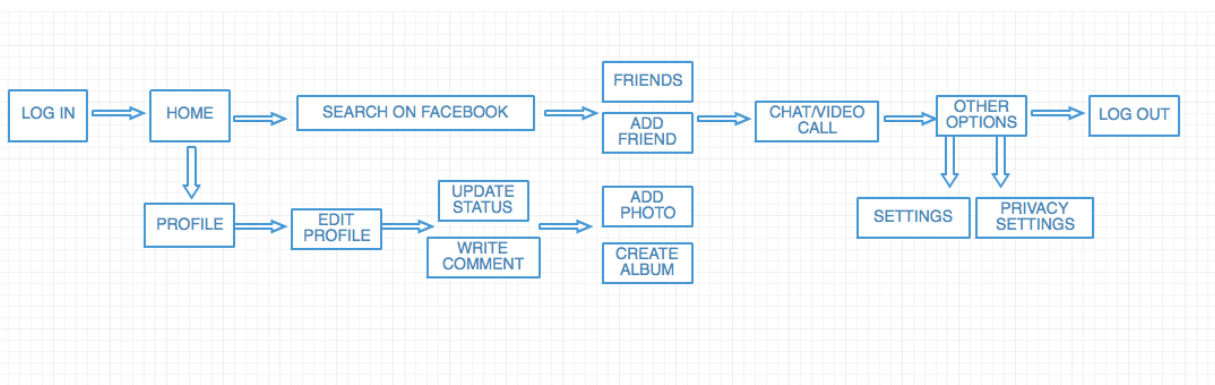# Tearing Down and Mocking Up Facebook

UX

1.Who is the main user of Facebook?

The main user of the Facebook are those who love to meet people and who want to be connected with friends and relatives .

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

  a. to meet friends
  b. to keep up with friends and relative
  c. to view /upload pictures and videos

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

-

4. For your top user goal, what is likely to make the user's experience particularly satisfying?
   The goal that makes it satisfying for a user is that they can be connected with friends and relatives in just a click. Facebook made it easier for them to use the website

5. To accomplish this goal, how does the user flow through the site's architecture? (ie. which pages are visited and what are clicked?)
   The user logs in to Facebook and then it defaults to the home page where you can easily post updates and view the newsfeeds that shows updates and photos or videos that were uploaded of your friends. The user mostly visits and clicks the home page, photos page, newsfeed page and profile page.

6. What style(s) of navigation is/are used? Do they answer the two key questions (Where am I and how did I get here? Where should I go next and how do I get there?)?
   For some of the functionality, the answer is yes, it really depends on how computer savvy the user is.

7. What does Facebook do well to allow the user to accomplish the top goal effectively, efficiently and with good satisfaction?
   They made the website easy to use . They also made the website for the user to easily accomplish their goals.

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

Some functionality are not that frequently used like the trending, the other apps, interests and they pages.

Design

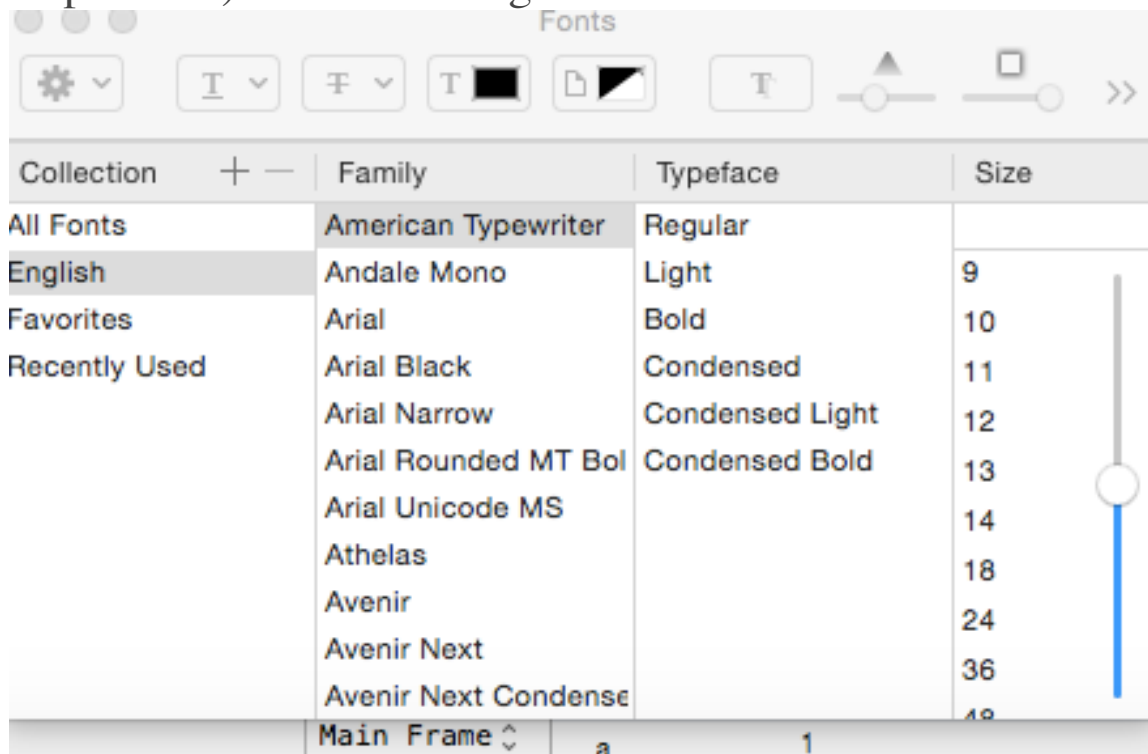## Your Task
Home page when logged out

1 Go to each of the links above and immediately squint your eyes so you can't really see what they say - Did this

2 Sketch on a sheet of paper what the approximate visual hierarchy looks like -- what areas are denser and what areas are more sparse?

The "Facebook" on the top left is dense . It stands out because the font is big and it is in bold white color which made it noticeable for the user. The sign up button is another dense part because it has a green color. The part the is sparse is the sign up fields as well as the login fields.

3 Open your eyes and ask yourself "who is the most likely user of this page?" - anyone can do this

4   What is that user's critical goal on that page? - to be able to sign in to the website, to be able to sign up on Facebook and to understand the purpose of it

5 Does the visual hierarchy you sketched lead to that goal? - Yes

6   Do the relationships between the elements lead you to that goal (remember your CRAP principles)? Yes , the page is not busy. It contains 3 colors and they made the sign up button stood up. The parts of the page is properly aligned. I just wish they made the log in fields a little big.

7 What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this)- The following fonts are used
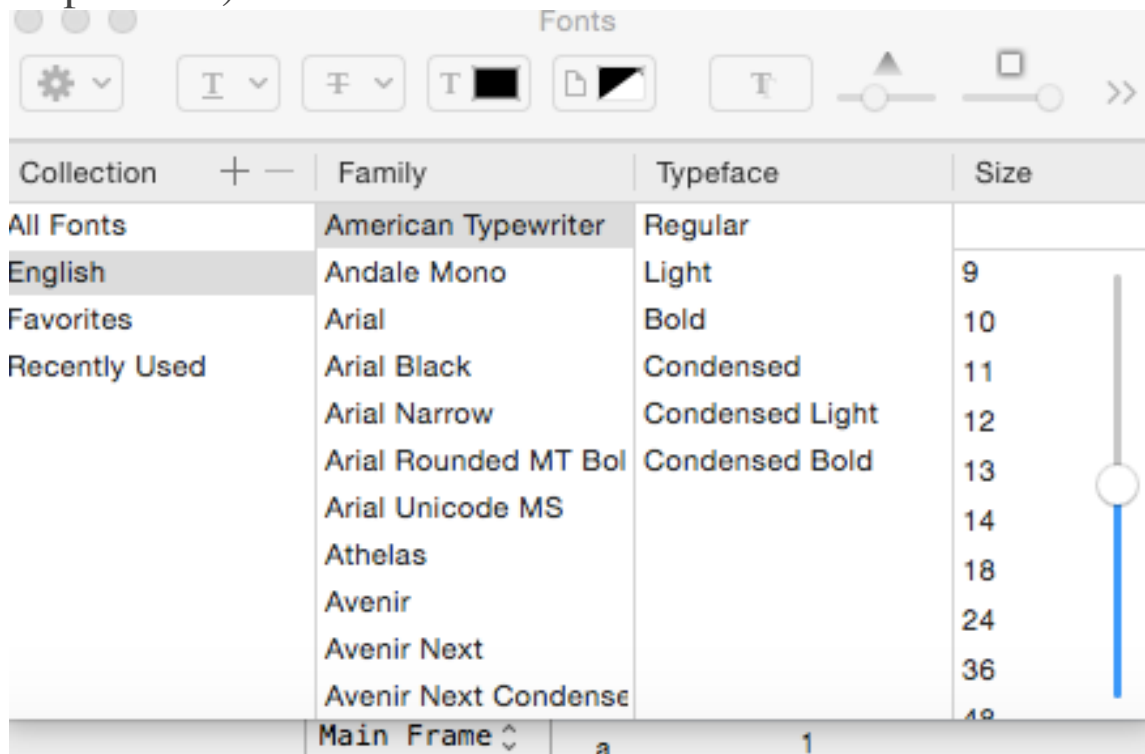
Fonts

Collection	+ —	Family	Typeface	Size
All Fonts		American Typewriter	Regular	
English		Andale Mono	Light	9
Favorites		Arial	Bold	10
Recently Used		Arial Black	Condensed	11
		Arial Narrow	Condensed Light	12
		Arial Rounded MT Bol	Condensed Bold	13
		Arial Unicode MS		14
		Athelas		18
		Avenir		24
		Avenir Next		36
		Avenir Next Condense		
		Main Frame ⌄	_a	1

8 How do these font families contribute to or take away from the site's flow? - It made it easier for the user to understand the purpose of the website and was able make it easier for signing up and logging in.

9 How do the line spacings, sizes and weights contribute to or take away from the site's flow?
The line spacings, sizes and weights made it easier for the user to log in and sign up to Facebook . The size of the letters are readable for users. They made the left section (the purpose of Facebook) of the page bolder so the user will see and read that part first before signing up.

10 What would you improve to achieve a better hierarchy or flow? Overall, it is easy to sign up and login but I would want a bigger log in boxes.

Newsfeed Page

1 Go to each of the links above and immediately squint your eyes so you can't really see what they say - Did this
2 Sketch on a sheet of paper what the approximate visual hierarchy looks like -- what areas are denser and what areas are more sparse? the newsfeed page is dense, it looks very busy. It shows a combination of videos , ads and pictures
3 Open your eyes and ask yourself "who is the most likely user of this page?" - not everyone can use this page. There

are hyperlinks and buttons that you can accidentally hit and will lead you to a different website. I like the comment field and the the fact that you can like or unlike a picture or video

4 What is that user's critical goal on that page? - to be able see the updates of your friends

5 Does the visual hierarchy you sketched lead to that goal? - Yes

6 Do the relationships between the elements lead you to that goal (remember your CRAP principles)? The color is not monochromatic. It looks very busy because of the ads , videos and photos. The page is aligned so it doesn't overlap with the other parts of the website

7 What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).- These are the fonts used
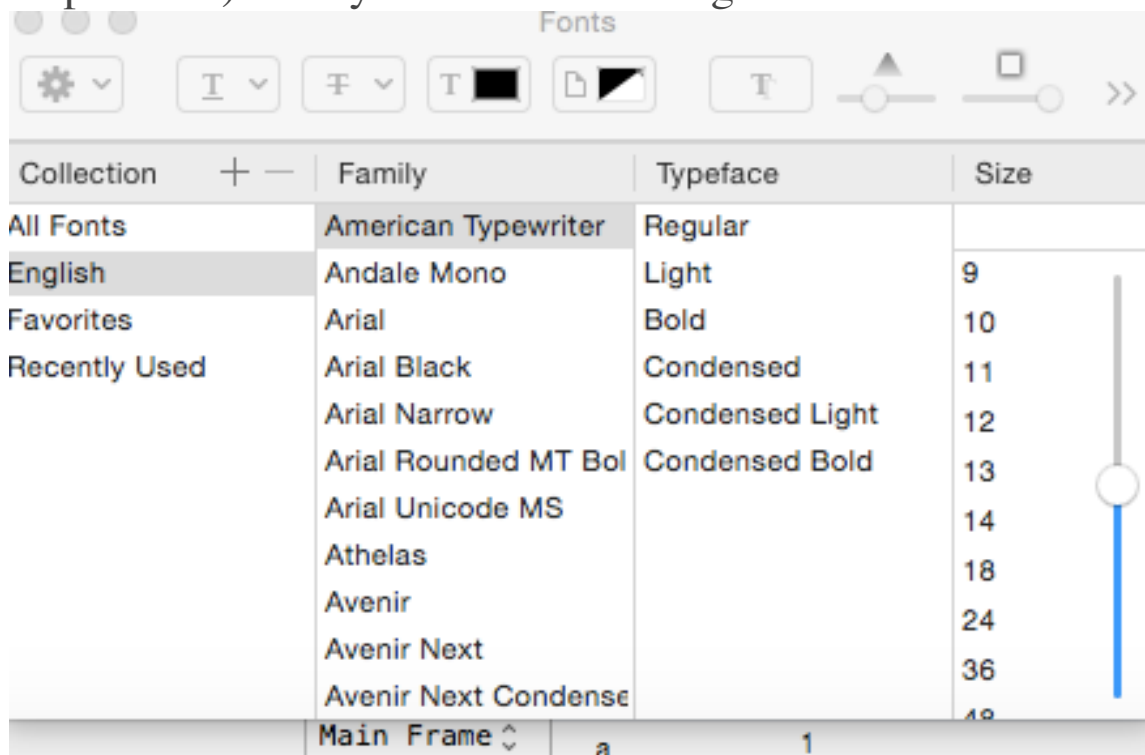
Collection	Family	Typeface	Size
All Fonts	American Typewriter	Regular	
English	Andale Mono	Light	9
Favorites	Arial	Bold	10
Recently Used	Arial Black	Condensed	11
	Arial Narrow	Condensed Light	12
	Arial Rounded MT Bol	Condensed Bold	13
	Arial Unicode MS		14
	Athelas		18
	Avenir		24
	Avenir Next		36
	Avenir Next Condense		

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8 How do these font families contribute to or take away from the site's flow? - Although it looks a little confusing, they made some of the color of the fonts blue. They also made them bold so the user doesn't get confused with the fonts on the website and the fonts the user is actually using.

9 How do the line spacings, sizes and weights contribute to or take away from the site's flow? - The page looks busy. The spacings and sizes of the fonts looks okay . I like the way that you can hide posts and videos that you don't want to see

10 What would you improve to achieve a better hierarchy or flow? I will not include the ads and hyperlinks of different pages.

Profile Page

1 Go to each of the links above and immediately squint your eyes so you can't really see what they say - Did this

2 Sketch on a sheet of paper what the approximate visual hierarchy looks like -- -- what areas are denser and what areas are more sparse? The profile page looks dense which is good . The "about " part of the page looks sparse . I like that you can see your webpage and your profile photo at the top .

3 Open your eyes and ask yourself "who is the most likely user of this page?" - this page might need someone who is computer savvy especially when updating the profile

4 What is that user's critical goal on that page? - To be able

to see and update your profile

5 Does the visual hierarchy you sketched lead to that goal? -
Yes

6 Do the relationships between the elements lead you to that
goal (remember your CRAP principles)? Yes, it lead me to
that goal . Once you go to this page, you'll know right
about that you are in the profile page. The color , the
alignment, proximity looks correct, it made the page not
look busy.

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

8 How do these font families contribute to or take away from
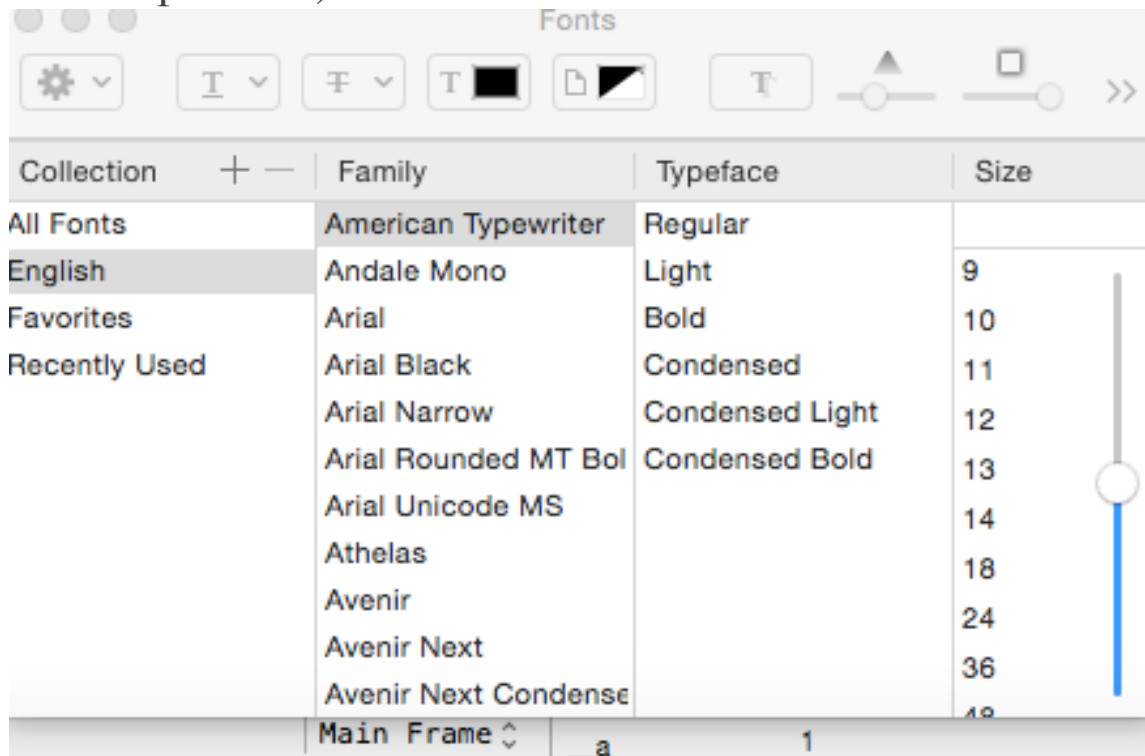the site's flow? - Yes. It made the user see that this is the

page where they can update their profile

9   How do the line spacings, sizes and weights contribute to or take away from the site's flow? - The line spacing, the size of the letters is about right . They made the update info button noticeable

10   What would you improve to achieve a better hierarchy or flow? It looks good, I do not think there is a need to improve it.

About page

1   Go to each of the links above and immediately squint your eyes so you can't really see what they say - Did this

2   Sketch on a sheet of paper what the approximate visual hierarchy looks like — what areas are denser and what areas are more sparse? The dense part is the profile picture part also the timeline , about, friends and more option . The sparse part is the edit button across the "About"

3   Open your eyes and ask yourself "who is the most likely user of this page?" - this page might need someone who can basically use computer

4   What is that user's critical goal on that page? - To be able to update your profile, profile picture, friends, photos, videos and anything about your profile

5   Does the visual hierarchy you sketched lead to that goal? - Yes

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

7   What font families are most prominent on the page? (use

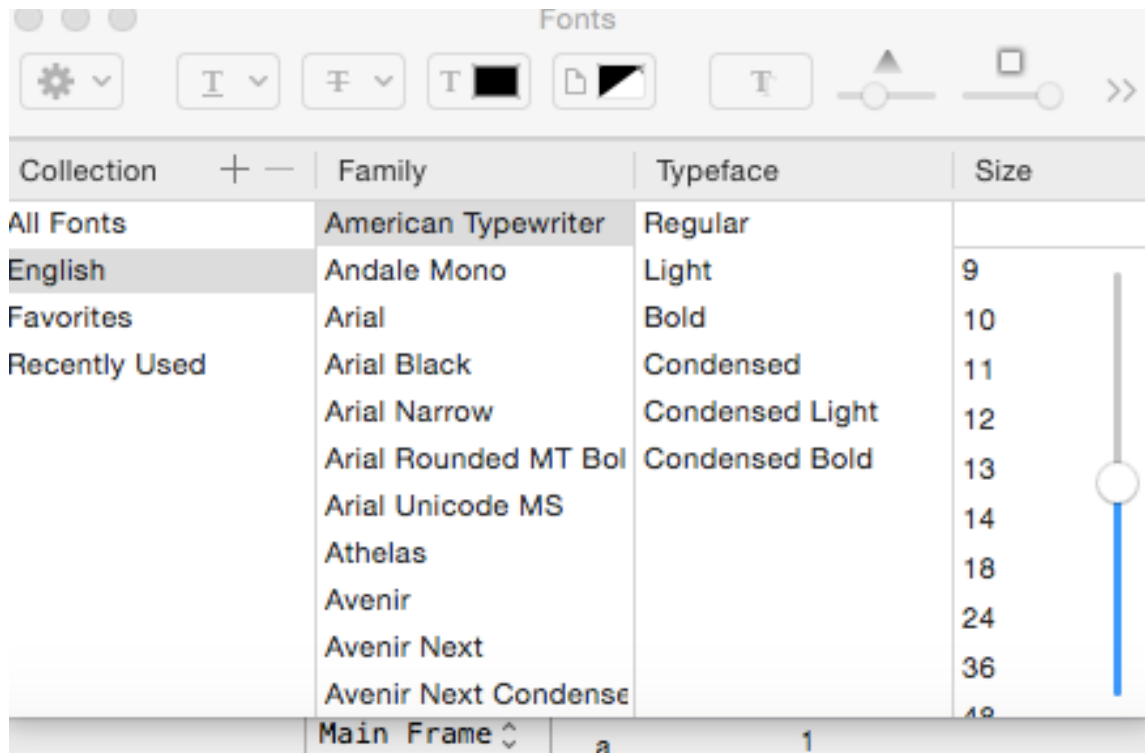the WhatFont add-on or your browser's developer tools to inspect this).-

8   How do these font families contribute to or take away from the site's flow? - It looks like they were able to successfully use these fonts

9   How do the line spacings, sizes and weights contribute to or take away from the site's flow? - The line spacing looks good, sizes of font is correct . The letters that needs to be bold are setup properly. The page doesn't look busy

10   What would you improve to achieve a better hierarchy or flow? It looks good, I do not think there is a need to improve it.

Photos page

1   Go to each of the links above and immediately squint your

eyes so you can't really see what they say - Did this
2 Sketch on a sheet of paper what the approximate visual hierarchy looks like -- what areas are denser and what areas are more sparse? The photos page looks dense. The sparse part is the edit button
3 Open your eyes and ask yourself "who is the most likely user of this page?" - everyone can be the user of this page - either computer savvy or not
4 What is that user's critical goal on that page? - To be able to add , view ,update, remove photos and videos
5 Does the visual hierarchy you sketched lead to that goal? - Yes
6 Do the relationships between the elements lead you to that goal (remember your CRAP principles)? Yes, the alignment, color , repetition was shown on this page.
7 What font families are most prominent on the page? (use the WhatFont add-on or your browser's developer tools to inspect this).- They are using the following fonts

Fonts

Collection	+ —	Family	Typeface	Size
All Fonts		American Typewriter	Regular	
English		Andale Mono	Light	9
Favorites		Arial	Bold	10
Recently Used		Arial Black	Condensed	11
		Arial Narrow	Condensed Light	12
		Arial Rounded MT Bol	Condensed Bold	13
		Arial Unicode MS		14
		Athelas		18
		Avenir		24
		Avenir Next		36
		Avenir Next Condense		

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8   How do these font families contribute to or take away from the site's flow? - By using these fonts, it prevents the user from being confused. They made the font bold and sometimes light if its needed. They also change the color of the font

9   How do the line spacings, sizes and weights contribute to or take away from the site's flow? - It made the page looked organized.

10   What would you improve to achieve a better hierarchy or flow? It looks good, I do not think there is a need to improve it.