

Microsite Mockup Review Meeting Notes

Creative Director: Madeleine Yeung

Designer: Selina Park

Zoom recording link:

https://wustl.zoom.us/rec/share/2Op9IIZubGRSFUzAojA4LC4M3mFCxXFCUmvX-ivpAC9zHZJNzz9Z585t6gxx5DUw.K2I86yPjL2zr_mas

Overview: In this meeting, we discussed the initial HTML/CSS build for the website.

What worked great:

- I loved the colors and the images as the background! I think the site looks very cohesive, and I'm really happy with the current layout. The design follows what I had in mind very well. :)
- I also love all the fun, extra details you added, such as the floating hover state of the related products!! I also just noticed that you added an icon for the website's browser tab—very cute!

Notes:

- Home Page:
 - Characteristics Section: I want the bulleted list of characteristics to stand out, so it may look nice to put it in a transparent white box (similar to what you've already done for some text on that page)
 - Additionally, the characteristics list and the paragraph underneath should be put in a two-column system → the paragraph's column can be wider since it has more text.
- History Page:
 - Decline of Compressed Tea Popularity: I would like it to include an image of Ming emperor Zhu Yuanzhang just to help break up the text.
- How it Works Page: I'd like to have the Koicha and Usucha definitions in two-column form and find pictures that represent each.
- Nav Bar: add hover states for each page link in the nav bar—feel free to play around with what you want this to look like exactly (i.e. change in color, change in

weight, add underline... etc.) I would also like to have the current page link look visually different somehow so users know which page they're on.

- Animations: I loved your floating animations on the Related Products Page, and you mentioned how you wanted to add some more throughout the site! I think having these different animations makes my site really fun, so feel free to play around with what you think works best!
- Responsive design: The nav bar gets a bit squished in mobile form, so we discussed implementing a hamburger system to fix that.

Again, thank you for everything—the site looks great so far! :)