

Microsite Mockup Review Meeting Notes

Creative Director: Madeleine Yeung

Designer: Selina Park

Zoom recording link:

https://wustl.zoom.us/rec/share/GbzpEh1JCh-q5ojreGBadqcemCHgd2KJf-Zvli1SQrMbC-GmJ_-6LhLp_5xxEW4s.iv_M6m4Kd5JFsFbi?startTime=1743605960000

Overview: In this meeting, we discussed the current two hi-fi mockups and some tweaks to the design.

Notes, Mock-up B, DESKTOP:

- 1) **Color:**
 - a) Really nice job experimenting with colors. I loved both the palettes you chose for your two mockups, as the first really stuck to the earthy aesthetic and the second to the classy, clean aesthetic. I personally prefer the **second one (mockup b)** simply because it looks very elegant and calming, which I believe encapsulates matcha perfectly!
 - b) However, I would still like that cozier vibe to be sprinkled throughout, and I think this can be accomplished by having some sections use **color** (such as a pale, warm beige).
- 2) **Font:** Great font choice, as I think the rounded sans-serif text matches well. I would like the headings to be a **different font** just to add a bit more textual variety throughout the site. I think these headings should still be **sans-serif but bolder** so that they are clearly identifiable and eye-catching.
- 3) **Imagery:** I like the images you chose as well, especially the first one because it's so clean. While I do like the idea of using an image as the background for the Formal Definition section, I think the text is a little bit hard to read. We mentioned this during our discussion of putting a **box around the text** to help it be more legible. Another solution is to break this section into **2 columns**, with one having the text and the other the image. In this case, you wouldn't need to put a white overlay on the image.
 - a) I think having two columns might also help add more variety to the overall layout!

- 4) **Text/Space**: We discussed this during our meeting, as we both noticed that there was a lot of text. It'd be best to **cut down on some text** to make the site less wordy and more minimalistic/clean. This of course, should also help with making the text more legible. Ideally, I would like a lot of negative space, so I think the **left and right margins** for the text could be a bit (but very slightly) bigger as well.
- a) I also like how there are **differing margin sizes for the sections**. For example, the History of Matcha section has larger margins than the Powdered vs. Compressed Tea section, which makes the site feel less monotonous! :)

Notes, Mock-up B, MOBILE:

For the mobile version, I would like to maintain distinct sections similar to the desktop version by still using **color behind the text**. Additionally, I think **more images** would help break down the "wordiness" and add more space between the text.

I love your nav bar and the three-prong side icon, as it's clean but very intuitive. When you begin coding, I would like the nav bar for both the desktop & mobile versions to **stay in place** at the top, which I believe can be done through fixed positioning.

Overall, your mockups are really great and definitely what I was going for. Thanks for your hard work!