Mockup-review-notes:

Organization:
- Prefer mockup B with the fixed navigation
    - Instead of having everything on one page, separate out the home page with a brief summary
- Play with alternating images and texts

Typeface:
- Consider different typefaces
- Adjust line height and line length

Color:
- Play with background colors to separate out panels and sections

Interaction:
- Add more interactions when hovered over the images
    - Ex. Captions for image appear when hovered; add background color / frame when hovered
- Consider changes / animations applied to the button when visitors scroll through or click