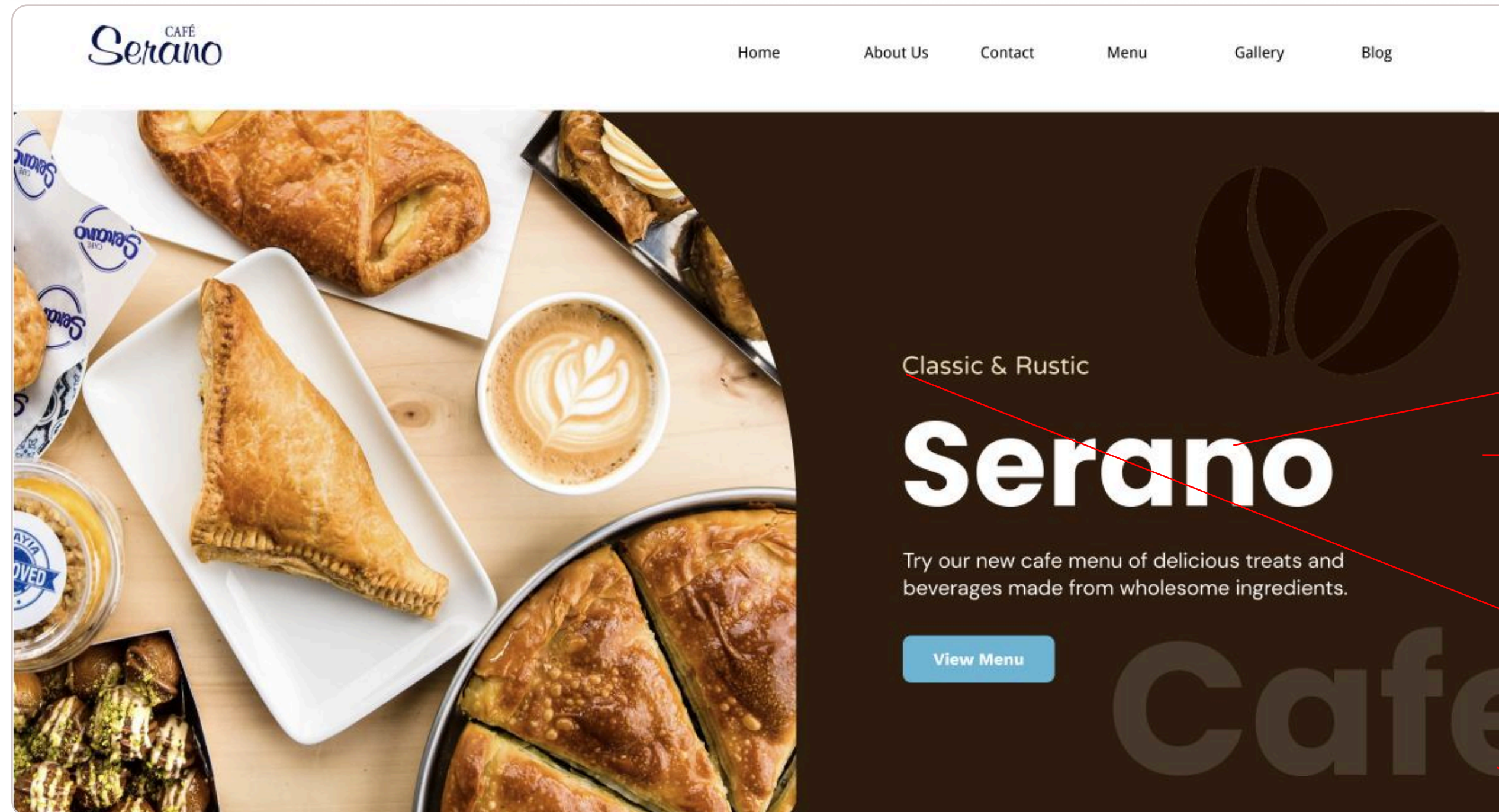




Aesthetics don't necessary generate conversions, overly frivolous design can detract rather than add.

"Kinda boring like 2011 vibes"
"Boomers would like, clean and does the job"



- Type appears decorative-- encouraging scanning negatively
- Mixed feelings about layout from users: Generic brown colour and very forgettable on a scale rather than unique, elegant, brand impression
- fails WCAG AA 4.5:1 requirement (contrast issues)
- Cafe typography is not needed aesthetic but detracts rather than adds



Performed well with the millennials and older demographic