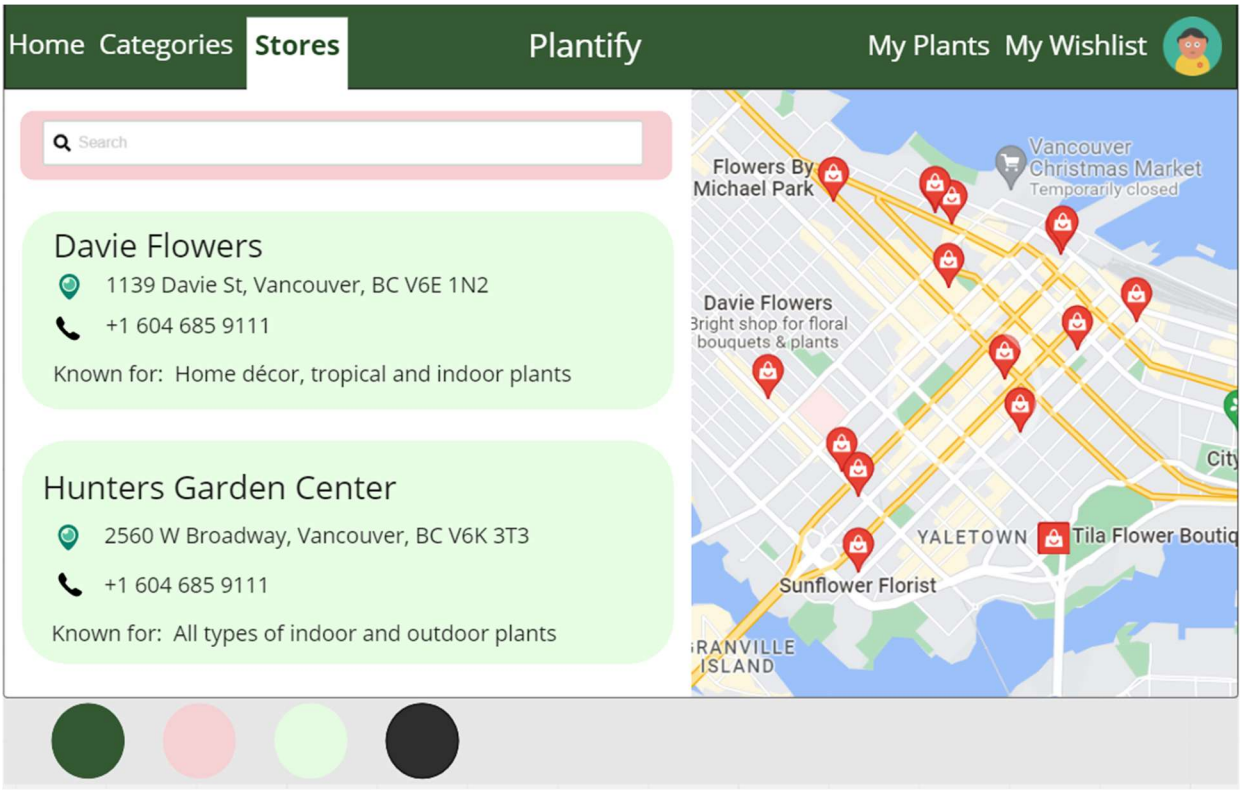
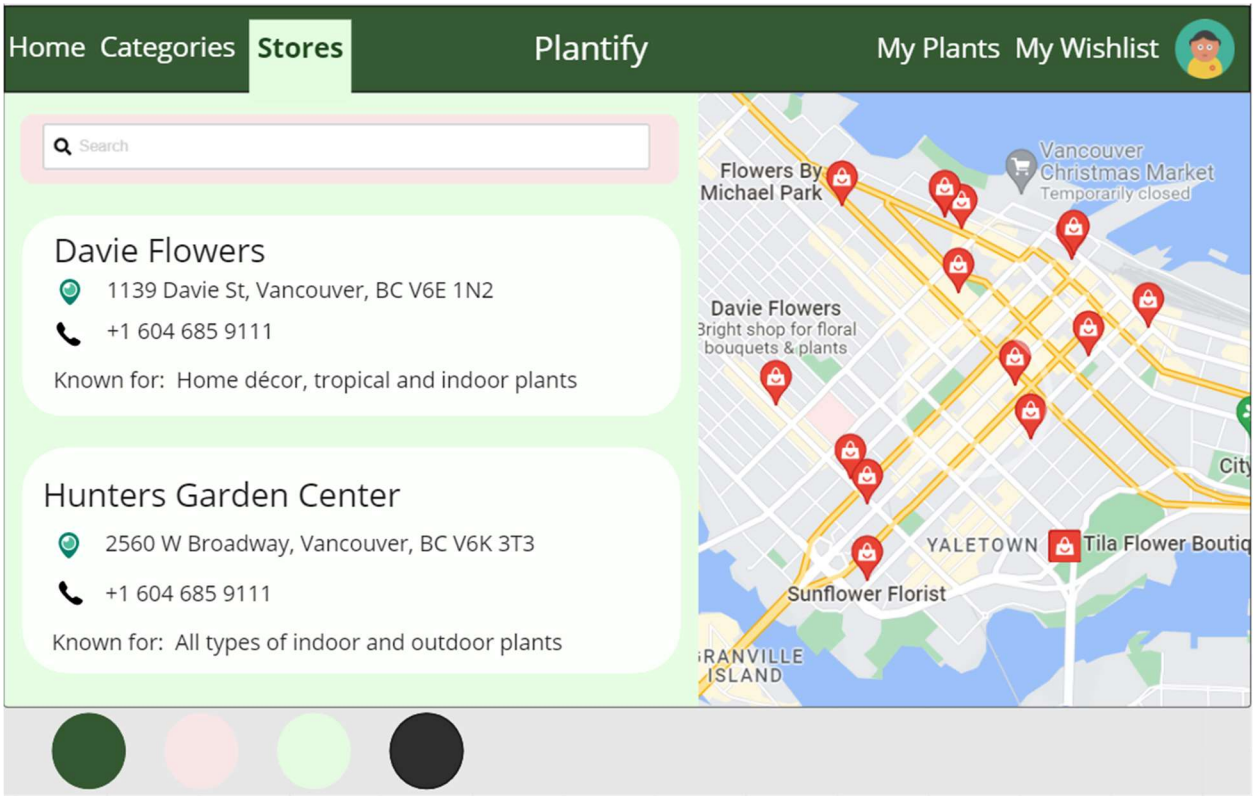
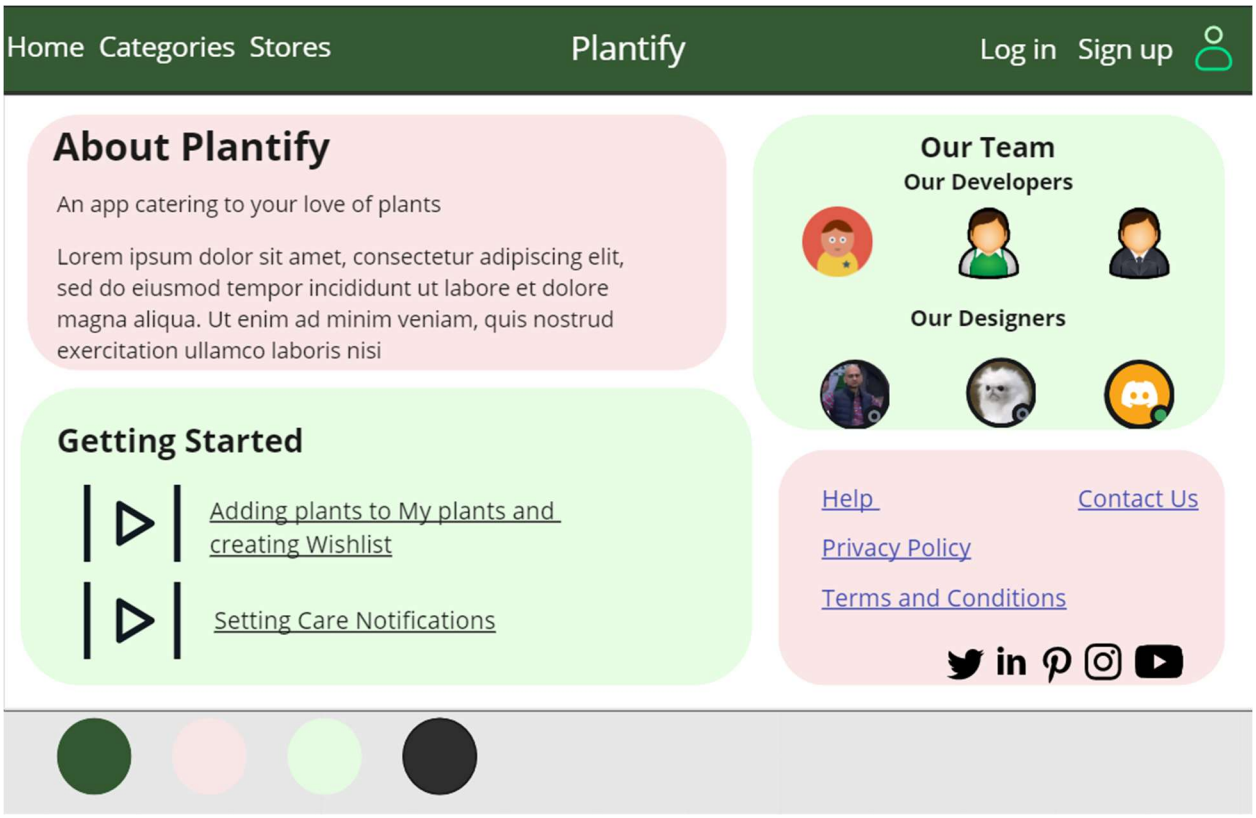
Preferred (Stores Page)





About Page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I feel the colors are quite subtle. It gives an overall peaceful and calm vibe but at the same time, I feel, it might cause some readability problem due lack of contrast. We were looking for some contrasting colors, so ended up adding a dark shade of green, it solves the problem to some extent.

I find it quite difficult to choose colors directly from color palettes. I think instead of just looking at the color palettes, designing variations of same features using different color combinations from palettes would be much helpful in deciding right color fit for the app. Like for the first view, I was confused between two choices, but later we decided to go with the first one.

We still need to work on font variations. In these views, as decided in group, I went with Open Sans for all types of text. I feel more variations could be added to the font in addition to just size and emphasis features, like the headings and app name could be played around with some fancy fonts. This might help in making it interesting and eye-catching to readers and app users.