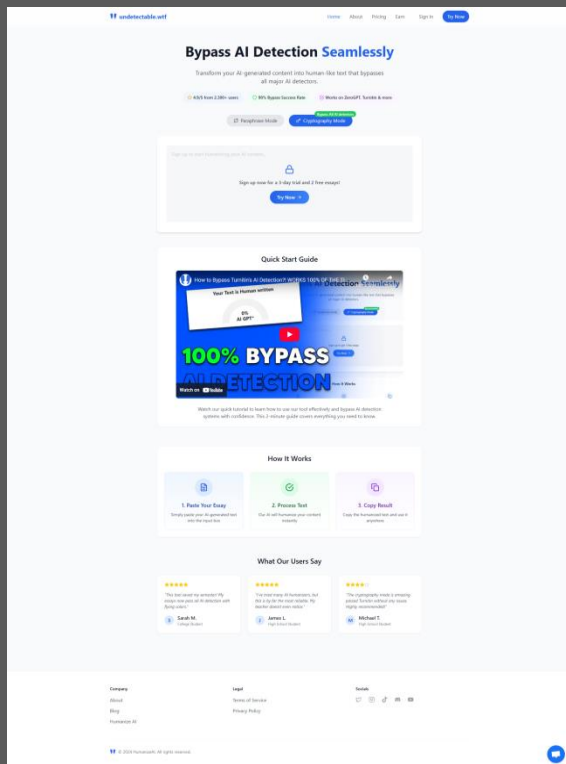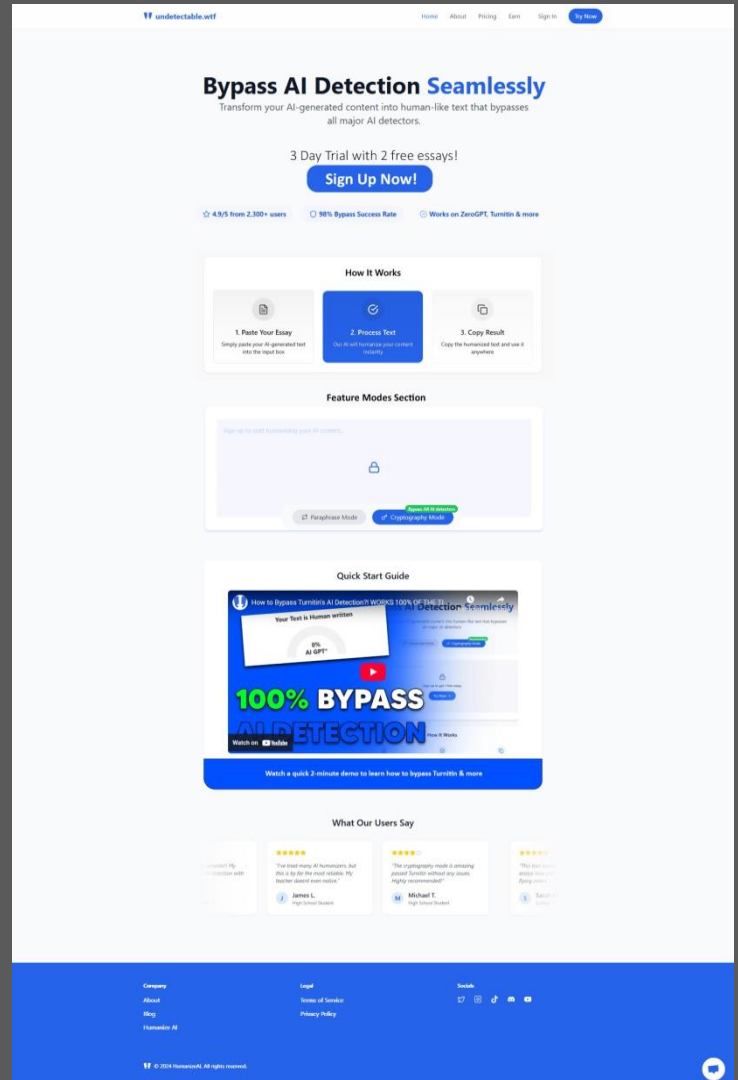# DESIGN REVIEW BY MARKI

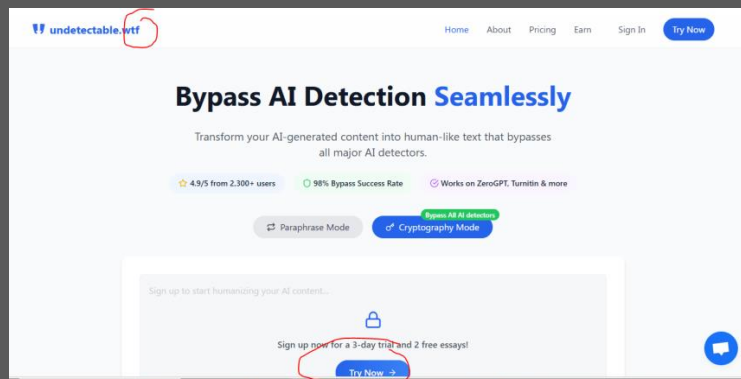Current design

Suggested design

Review Summary

The website offers a user-friendly experience with a clean and straightforward layout. However, it would benefit from more effective use of color, refined typography, and a stronger visual hierarchy. Incorporating dynamic elements, custom graphics, and maintaining consistent text alignment and font usage can significantly enhance the overall design. Additionally, minor improvements to the header, footer, and mobile responsiveness will further improve the user experience.

REVIEW BY MARKI

UI/UX

Navigation: The website features simple and intuitive navigation, allowing users to explore content with ease.
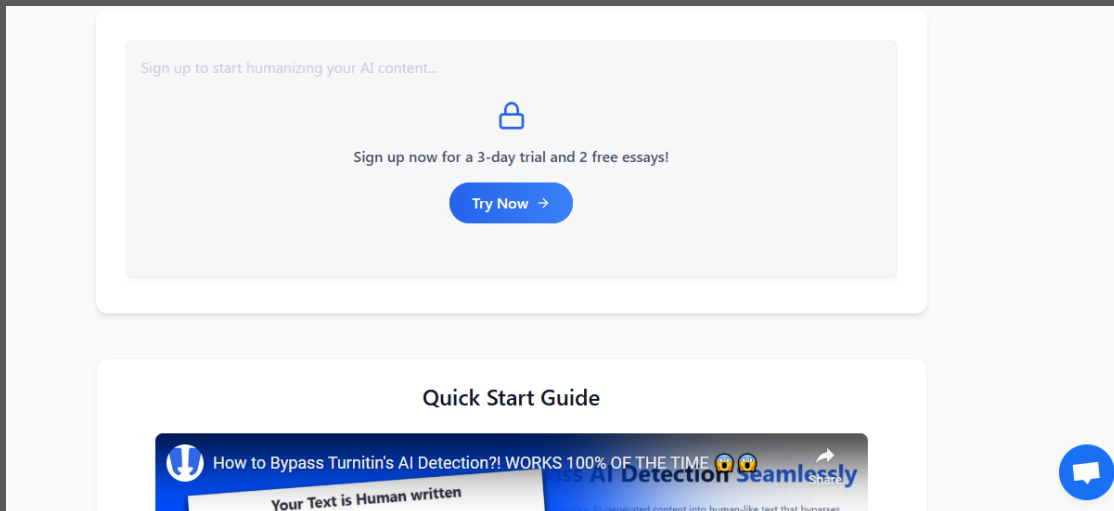
Recommendations: The hero section could be better balanced, and the "Try Now" call-to-action button should be more prominent to draw user attention—consider using a contrasting color, larger size, or subtle animations. Adding a secondary call-to-action below the main text could also help boost engagement. Additionally, the use of a .wtf domain may not appeal to a wider audience and could affect credibility; opting for a more conventional domain might enhance trust and accessibility.
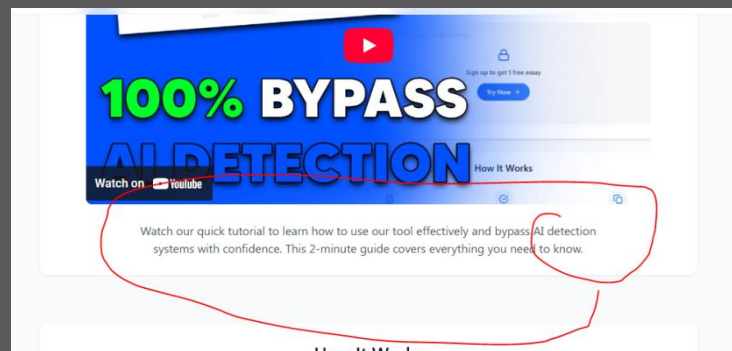
Color scheme

Current: The website currently uses a minimalist color scheme, relying primarily on blue and white.

Recommendations: While this keeps the design clean, introducing a more vibrant accent—such as a soft blue—could add visual interest and help important elements stand out. This would encourage users to engage more deeply with different sections of the site. A subtle accent color could be applied to icons, buttons, or background gradients to break the monotony and guide the user's eye across the page more effectively.
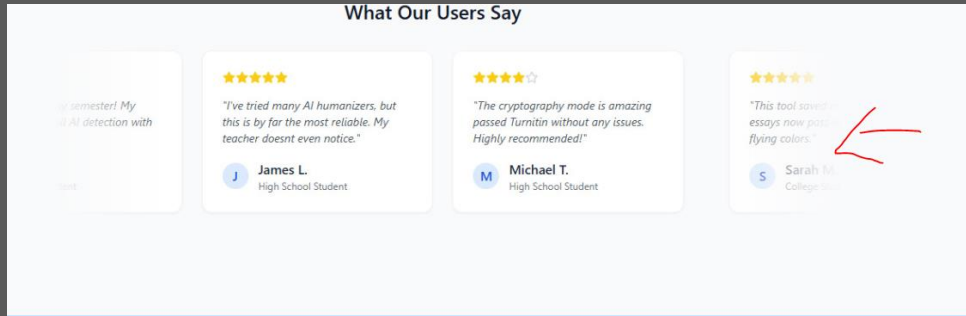

Typography

Current and Recommendations: The fonts are well-chosen, but improvements in spacing and contrast could enhance readability and create a clearer visual hierarchy.
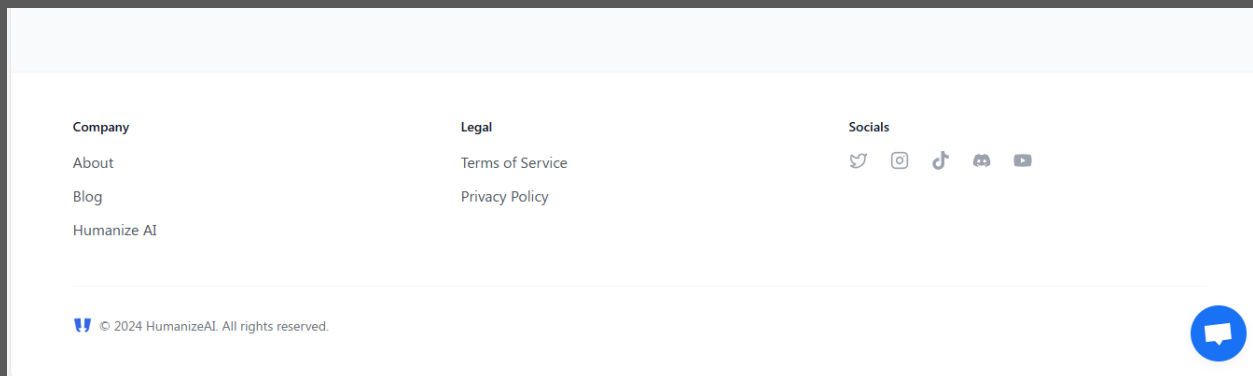
Images and animation

Current and Recommendations: The selection of images is crucial, but currently, none are being used. Consider incorporating custom icons and clean infographics to enhance visual appeal. For now, adding subtle animations and using a consistent single-color style can help create a more cohesive and branded look.
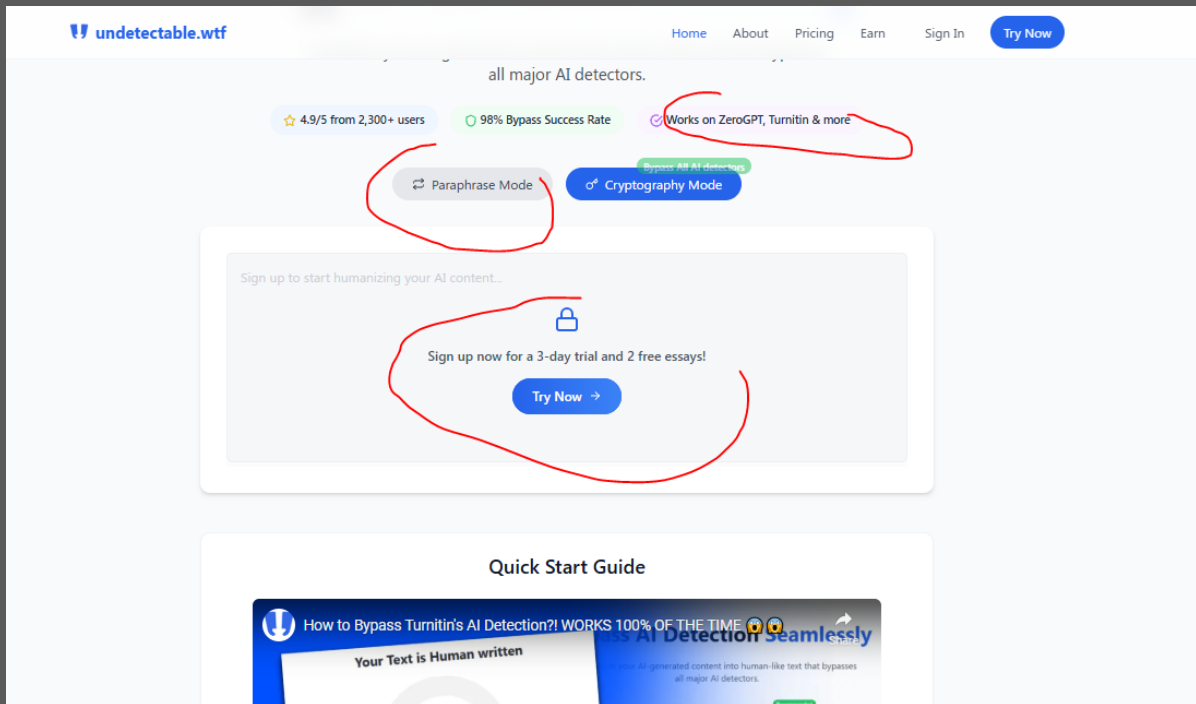

Footer Section:

The footer could benefit from more color to prevent it from blending in with the rest of the page. Adding contrast will make it easier to navigate and help important links stand out.

Visual hierarchy

Current: The main issue lies in the visual hierarchy, as there's little distinction between headings, subheadings, and body text.

Recommendations: Improving this by using larger font sizes or bolder weights for headings can make key content stand out. Breaking the body text into smaller sections, adding graphic or animated icons, and using dividers can enhance readability and engagement. The "How?" section, in particular, would benefit from clearer structure and interactive elements like hover effects or subtle animations.

Final Thoughts

The website has a solid foundation with a clean, modern aesthetic. By refining key areas like the color scheme, graphics, and visual hierarchy, the design can be elevated to offer a more engaging and visually appealing user experience. Additionally, drawing inspiration from competitors—such as incorporating interactive features, vibrant visuals, or a more compelling user journey—can help improve competitiveness and attract a broader audience.