

2nd Round Meeting Notes

Creative Director: Temi

Designer: Soobin

Strengths for both Mockups

- Visual identity
- Lots of cohesion
 - Love the cute pusheen graphics
- Colors
 - Very easy on the eye
- Overall flow of website
- Button states are reflective of the visual tone

Potential Areas for Improvement

- More information from Wikipedia page
 - Maybe building out more interior pages to house info
 - either that or just lengthening the sections with text (ie. the Pusheen history information)
- Size of sections
 - In prototype view there seems to be a lot of empty space
 - Maybe make this sections a little smaller, same with icons and buttons
- Improvement of narrative flow