Initial Meeting Notes (Zoom)

Creative Director: Claire Cheung
Designer: Fiona Lyson-Carlson

Direction of the design:
- Full bleed in images on the page
- Image focus
- The website's purpose is not a shopping/commercial website
- Going to make sure that the website doesn't get interpreted as a shopping website, and that it still indicates as a more informational website
- Sources page could just be as the footer on every page, rather than a page itself
- The ordering of the pages can go home page→corporate identity→history→about coco chanel→products
- On the same page about the layouts and how the website will visually play out. Designer feels excited that my visual layout idea and overall theme is similar to the visual direction she was originally planning for her website
- Navigation bar will just be a regular nav bar on top that directs to each page
- Each "section"/"topic" will have its own page

Designer Skill set
- First coding class
- Feels capable of creating the visual layout described in my creative brief
- They aren't too worried about not being able to create the general visual layout and tone of the website

For post-meeting
- Text me whenever there are questions
- Both feel like we'll have more ideas, questions, things to say after the high fidelity mock ups

will update notes, if anything new comes up

Second Meeting

- Don't necessarily need the counterfeit content
- Mockup A has really nice navigation ideas
- Think that the website needs to imply more that it is an informational website rather than a commercial website
- Really like the big and bold titles, matches the Chanel brand concept

- In terms of the texts for mobile view
    - Since so much text is on the page and it is just scrolling, rather than just having all of the text exposed, having the option to just drop down the text if you want to see more text (like mockup B)
- SInce the concept of the website is to be more image focused, leaning more towards to the usage and layout of mockup B
- Maybe try out mockup b in the same color scheme as mockup A, white background black text
- The header fonts for both Mockup A and B are working well but test to see which ones are easier to see when placed on top of images.
- Like the two column layout for info
    - For the corporate identity page, the headers are a little confusing cause there seems to be subheaders for sections, but the very first few paragraphs doesn't have a subheader making the main header seem like it is the header for that section
- Liked the logo on the nav bar, could be used as a home button
- Like the full image for the home page on the mobile view, with the arrow that goes down, clear and intuitive
- For the nav bar on mobile view, change the direction of the arrows to be pointing to the right rather than down to help imply that when tapped it'll move to a new page rather than showing a drop down of the page
- The body text and sizing are all working really well
- Need to change image for mockup B's mobile home screen because the arrow for going down blends in with the foot of the image

Third Meeting

Haven't styled yet, focused on getting the nav bar down

Like nav bar right now

For homepage, to make it seem more like a microsite/informational site, add "The History of" to the header title

Amount of content is good/sufficient

For products pages, thinking of doing a two grid layout maybe: image with title, and then body text

The images look cohesive

Section titles will have the same font as the nav bar

Like the grid layouts

Micro interactions (like buttons)
- Since chanel is clean, won't do something too crazy
- Thinking of just adding things like fades in and maybe lines or borders