Mockup Review Notes

Creative Director: Peter Chang
Designer: Selah Pabon

[Figma Mockup Link](#)

Initial Impressions
- Modern and straightforward yet very informative
- Orange, black, and white color palette matches official Strava branding
- Clear website hierarchy (home page with 4 interior pages)
- Overall, content and visuals both match what I had envisioned!

What Work Well
- I appreciate how the landing page image is slightly darker
    - Makes text easier to read since higher contrast
- Rounded corners and shadows on containers make them feel almost like mini phones!
- Horizontal scrolling handles overflowing content well
- Font style is very clean
- I like the idea of having a gallery for each of the "Strava Art" cards
- Background color is an off white
    - Makes it easier on the eyes

Additional Comments
- A bit text heavy on the "About Us" and "History" pages
    - Maybe 1-2 images could help
- Maybe each container in "Features" could also have rounded corners and a shadow
    - More consistent with other pages? Up to you!
- May not be obvious that you can scroll horizontally on some pages
    - Could have some button/arrow just for clarity?
- How is navigation between interior pages handled?