

Our Suggestions/Reactions to the “Look and Feel Assessment” Summary

Please Note: These are just our general reactions, please feel free to make executive decisions regarding styling/aesthetic

	OneChain	Fidelity	Goldman Sachs	
Font and text	Large fonts	Small fonts	Small fonts	→ Smaller fonts. 3 sizes Max.
Page transitions	“loading” animation	No loading animation between pages	No loading animation between pages	→ No loading animation
Page elements	Rounded	Rectangular	Rectangular	→ Rectangular
Images	Large background	Small images	Small logos	→ Large background is OK
Colors	Translucent effects Blue-gray and aqua	Solid colors Green, orange, blue	Solid colors Blue-gray, muted tones	→ Our colors are fine
Shadows	Yes	None	None	→ None
Translucency	Yes	None	None	→ None
“Required field”	Yes	No. Validates on “Next”	?	→ This is ok as is.
Lines vs curves	Curves on popups	Hard lines Only curves are buttons	Hard lines No curves	→ Hard lines. Sml curves on buttons
Content	Small amount	Large number of pages	Large number of pages	→ Small amount is ok.
Sign-up	One form/page	Wizard (click “next”)	?	→ One form/page is ok.
General	Bootstrap/modern	Classic, early 2010’s	Mobile-style	→ Bootstrap/modern style is ok.
Menus	None	Classic drop-down	Mobile-style “hamburger”	→ None is ok for now.
Disclaimers	Separate pop-up	At bottom “fine print”	At bottom “fine print”	→ Separate pop-up is ok.