

Feedback notes

Developer - Jeeho Kang
Creative Director - Carl Wang

For mockup A:

I think it is quite clean of a design, and quite simple.

The layout in general is really clear and the black/gray/white color scheme is very fitting to the car's overall style. I also liked how you used images.

I think as the gradient of the background goes more and more gray/darker, you might want to make the text lighter in color so there is more of a contrast.

Otherwise I think mockup A really captures the nature and the soul of the car, and everything is clear!

For mockup B:

For this one it has a bit more of a minimalist, tech product type feel.

The top menu that you have is very interested, and I wonder if it will take away real estate on the top of the screen just because it is a vertical menu.

The large "HONDA CIVIC" text is cool but I wonder if it would be easy to implement in practice.

I like the gradients that you have per section and it follows the same clear presenting information as mockup A.

The site, if possible, could use a little bit of a three-dimensional feel, as right now it looks a bit flat.