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## 5 Lessons from Running New Prototype #2 – Mushroom Website

1. Users like small, short text snippets, as is evident in the updated mushroom description here:


Back to the garden

# Hygrocybe chlorophana

**Common Names:** Golden Waxcap

**Edible:** Yes.

**Fun Fact:** Golden Waxcaps were featured on a postage stamp issued by the Faroe Islands.



2. Users like large, colorful pictures that are easy to press.
3. Users like a simple, linear layout.
4. It's important to indicate to users that a button can be clicked on – this can be done by having it hover when a user mouses over it.
5. It's important to pick one theme for a site and stay consistent with it.