Research on UI:

- possible alternative color palettes:
 - https://colorhunt.co/palette/171073
 - https://colorhunt.co/palette/178369
 - https://colorhunt.co/palette/179483
 - looking for primarily monochromatic or muted color palettes in an effort to make the site more sophisticated
 - some that more closely resemble a more sophisticated version of the original palette:



- another potential option:



- research on ways to accomplish hover animation:
 - with just pure css: https://www.w3schools.com/css/css3_animations.asp
 - with pure javascript:
 https://www.w3schools.com/js/js htmldom animate.asp
 - list potential libraries to be used for more sophisticated animation: https://blog.bitsrc.io/11-javascript-animation-libraries-for-2018-9d7ac93a2c59
 - Web Animation API:
 https://developer.mozilla.org/en-US/docs/Web/API/Web_Animations_API/Using
 https://developer.mozilla.org/en-US/docs/Web/API/Web_Animations_API/Using_the_Web_Animations_API