

Mockup Review Notes

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Microsite Topic: Cedar Point

This meeting took place in person

Notes

- Mockup A is working better than Mockup B, pursue that direction further
 - The large background image on the top of the page is working very nicely!
 - On the mobile version, the image needs to be scaled down so it does not take up as much screen space
 - The nav bar on the desktop is great, but is clunky on the mobile version.
 - Try a menu option that starts off minimal (like the three line icon) but expands to show the full list of pages.
- There should be more of a light, bouncy feel which can be accomplished through color:
 - Try a light blue instead of navy as the dominant color on the page
 - The use of the light gray is a nice midtone, but it would be nice to see something more colorful (maybe orange?)
- Bring in a secondary, more expressive font. The mockup is very clean, but it could use some more dynamic typography to give it a bit more energy
- In the section that lists the number of different attractions, try a row of images that span the width, rather than the three images pushed together on the left side.
- Throughout the site, a bolder, more friendly font will replace Helvetica Neue