Kitty's Pet Sitting

Reflection by Mary de Verges

Inspirations

- http://wearemovingthings.com/
- http://spelltower.com/
- http://sammarkiewi.cz/
- https://historyoficons.com/

- Clean lines
- Flat design
- Icons
- White space
- Bold colors

Design pride

- Use of color for contrast and style
- Images are crisp and thematic
- Easy flow of site
- Page balance and use of white space
- Responsive transitions

Design struggles

- Use of hierarchy
- Choosing font pairings
- Choosing alignments – page balance
- Content positioning
- Opportunities for scale and repetition

Development struggles

- Floats
- Navigation bar
- Footer
- Coding without box colors or borders to view – too much white space
- Font styling
- Aligning content and images as desired

Responsive learnings

- Best to start with mobile in mind
- Need to know my customer
- The fewer images the better
- Alignment is critical
- Cannot keep everything
- Stay consistent between versions

Site Reviews

Critiques by Mary de Verges

Squarespace - layout

- Black button with white space is clear call to action and good location based on Rule of Thirds
- Content balanced well – clear divisions between text and images
- Good amount of white space
- Color choices are appropriate and minimal
- Alignment is off – unclear if intentional
- Mobile layout looks better with alignment
- Strong use of repetition with text layouts and colors
- Hierarchy with images is not working

Squarespace - font

- Hierarchy through weight and fonts
  - Contrasts with weights
  - All-caps versus not
- Only 2-3 fonts – not too many
- Fonts well paired
  - Serifs are subtle and only with large text
  - Cursive at top and only once was good for call to action

Squarespace - navigation

- Poor alignment caused confusion of focal point
- Navigation bar easy to use, find
- The "get started" button that stayed at the top right throughout the page was helpful

Squarespace - flow

- Somewhat easy to flow through
- Eye was drawn to center of screen throughout scrolling and there was nothing there
- Rule of Thirds applied in some places
- Good flow of areas with text and areas with images

Mimarch - layout

- No clear call to action
- Where is focal point?
- Not enough white space, too many images
- Too many colors
- Logo was clear and had some white space
- Repetition decent in sections but broken at some spots
- Contrast through colors was good but hurt by inconsistency of style

Mimarch - font

- Font selection is dull – all the same
- Use of all-caps throughout site didn't allow for contrast or hierarchy
- Can't read text in some places – not enough weight or size
- Text competing with images

Mimarch - navigation

- No apparent use of Rule of Thirds or Golden Mean
- Responsive attributes don't work well – not adjusted enough for smaller size
- Navigation bar easy to find and use

Mimarch - flow

- Some contrasting with use of color helps flow

- No hierarchy with images or text made difficult to know where to look

- Top of page is very difficult to flow through, better toward the end due to more white space