INPUTFARM

REVIEW DATE: October 1st 2013
EXPERT REVIEWER: Stephen Grace (profile)
REVIEW WEBSITE: www.inputfarm.com

STRUCTURE REVIEW

You've got all the bones all down right and I can see what you're going for (a linear break down of your product). What I think it lacks is a bit of structure - elements float around and make it disjointed to navigate my way down the screen. To fix this up I'm recommending having a single box to contain all the info. This way you can easily determine the sections and keep things from spilling out on the edges.

TEXT REVIEW

Underneath the " Get feedback, fast" the dot points would flow much better as a solid paragraph. I understand that short bursts of text are, in theory, an effective way to get the message across. But I always find it a bit sloppy and incohesive.

In my mockup, I've got a flat-ish button that you are more than welcome to duplicate and/or tweak.

PHOTO HEADER

I think the slider is a bit indulgent - as it's not presenting any new information, rather just flipping through nice stock photos. If you do go with the slider, the animations need to be tighter. At least on a Mac in Chrome, they kind of cough before changing. I believe http://www.slidesjs.com/ is pretty nice and customizable. And I'm not big on the gradient on the right. If the image isn't big enough, just bind it (you'll see I've done that in the mockup). Also, blurring is so hot right now.

FONT CHOICE AND DETAIL

Roboto is a great font choice. Especially for the fact it has a wide range of font weights. Work it.
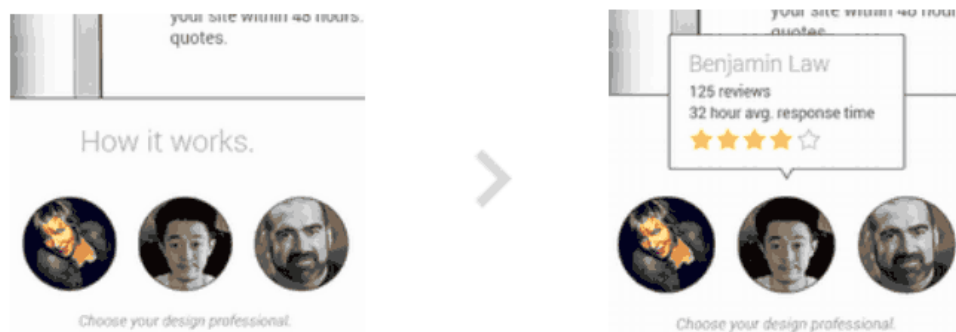
You saw with Flarum how you we really capitalized on the font weight sizes. Especially going light for headings - it's an aesthetic I really dig and is pretty shit-hot at the moment.

COLOURS

The green is great, but I just lightened it up a bit to make it pop when it's in a button. I don't know how strict you are with the color, but I would recommend going a little bit lighter on the green. I've also complimented it with a blue as the other main color on the site.

INFOGRAPHIC

I made a little tooltip over a professional's head. Will look something like this:

And splashing in some more images is a really easy way to make a page look sexy. I just stripped down the infographic a little bit. I like the use of green in your infographic - in fact my adaption of it could definitely use some green just to throw it back to the logo.

REFERENCES TO CONSIDER

Some single-page product inspiration

http://www.automatic.com/

https://simple.com/

http://www.squarespace.com

https://www.oysterbooks.com/

http://www.apple.com/au/macbook-air/

https://jawbone.com/up

http://www.misfitwearables.com/

TOP 3 THINGS STEPHEN WOULD CHANGE

#1 Give a border

2. Get rid of photo header
3. Chnge dot point text.