

Creative Director: Gloria

Designer: Bianca

Discuss what's working, what still isn't, where there microsite goes from here. Also, discuss a strategy for technical and design issues that may exist. How is the page structured? What is the plan for how the design will function responsively? What elements seem to be problematic or difficult? Post your notes with your feedback and planning decisions.

Strengths / What's Working:

- Love how the color has changed since last class
- Enjoy the button clicking effect - changing colors
- Like how the icons are working. Implementing more of these “princess” aesthetic icons can help bring out the vibe.

What Needs Improvement:

<General>

- Choosing a typeface that matches the brand's image. Maybe a slab serif. Rounder slab serif. Only for titles.
- Adding more “princess” elements. - Hearts. Rooftop.

<Navigation Bar>

- Aligning the “shop, about, account” with middle of Etude House Logo

<Main Panel>

- Type seems a little big. Slightly keep it down.

<Product Panel>

- Center aligned texts and images
- Much bigger image of the main image for emphasis. Three in the bottom to be smaller.
- If you want the image to be on the left, text on the right. If you want the image on the centered, I want the text on the bottom with a rectangular panel.
- Adding different color swatches.

Strategy for Technical & Design Issues:

- Effective in how when I click on each of the “Shop”, “About” buttons, they lead me to the corresponding part
- To indicate which panel I am in, changing the color/font width of the panel that I am currently looking at could help indicate people