

## Mock Up Review Notes

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I generally prefer mockup A over B because I like the textures and the typeface feels more legible. I also enjoy the color palette used in mockup A.

### Content organization & placement:

- I mocked up seeing the two layouts at actual desktop screen size. I like the position of the title in mockup A more than mockup B, because “Tarot Cards” in A is in the top/center half of my screen (which is where I would expect a website title to be when I click into it).
- I think moving the title upward could help. The sun icon could be above the title to be seen once viewers enter this website.
- I would move the buttons towards the bottom of the page, especially since there is a navigation bar at the top.
- I want the navigation bar to be sticky on all pages, since some of the content pages will be pretty long.
- For the two images on the homepage, I think it’s okay to get rid of the two buttons for major and minor arcana. Instead, the two images could have a bottom caption saying which category they are from (major/minor arcana).
- I think the navigation bar for the desktop version doesn’t need the hamburger icon on the left because the navigation bar is already expanded.
- Navigation bar typeface: I think either making the current typeface a bit bigger for the navbar elements or if the typeface of mockup B has a heavier weight it could also work to switch over. Either feels great!

### Aesthetic choices:

- I think mockup A has a really nice background texture. It is exactly what I expected from my creative brief. This background texture also pairs well with the typeface.
- I like the decorative elements in the background of mockup B. I wonder if they could potentially be integrated into mockup A with either a black or mid-low saturated orangish-yellow stroke.
- I like the 3 card decorations in mockup B, and I would like to see if they can fit into mockup A between the title and the introduction paragraph. For colors, I think what currently is white could become black and what currently is dark purple could become the yellow background of the Major Arcana card image that is currently used on the home page.
- The actual tarot cards themselves look really nice with the current white border. I think this can stay and be used across all pages.

In conclusion, homepage content order:

- sun icon
- title (with the underline decoration that is already in the design)
- 3 card decorations (from mockup B)

- introduction paragraph
- the two images and small captions “Major Arcana” and “Minor Arcana”
- two buttons (content and context)
- footer section (to indicate end of page), this could be just a black strip for now