

Wikipedia Article Microsite - Mockup Review

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Overall, I prefer the style of Mockup B!

Concept:

- The concept of B is clearer and matches the topic better: it feels traditional yet classy, and conveys the essence of matcha really well
- The goal was for it to give viewers a deeper dive into the origins and traditions of matcha and how it has transformed, in a kind of interactive brochure way, which B does!

Communication:

- In the desktop version, it is unclear what I can do on the homepage, and it's hard to realize there's a menu button
 - Be more creative for the navigation of the page!
 - Maybe the images in the middle can become buttons to go to each section - with a cool hover effect that reveals what the section is?
 - The menu is not needed on the homepage if you do the above, but in each section page it should appear
- The mobile version has clearer navigation

Structure/Aesthetic/Execution:

- Love both the fonts and colors in Mockup B
- I really like how the photos in the mobile version are placed irregularly and cut off, it would be cool if it does something similar in the desktop version
 - I also like that the photo is in the foreground, partially covering the lines, and this could be done sometimes in the section pages too
- I do like the matcha latte photos, but having the traditional chasen/chawan as well on the homepage would be better