

# Mockup Review Notes

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Hi Eileen,

I LOVE the mockup! I think it's off to a really great start, and I'm excited to see how it comes along. I'll list my thoughts in a bulleted list below. Please feel free to reach out via any of the methods listed above to clarify or discuss.

- During class today (Wed, 11/25), the professors pointed out concerns that the website could be coming off too much like it's trying to be the Trader Joe's website itself. I agree with this based on how the first mockup is presented. You have "WHO WE ARE," but "we" are not Trader Joe's. I am just an enthusiastic fan wanting to share more about the company. I think that altering the language on that page could help!
- With the above comment in mind, I do really like the brand elements that come across. I love the colors and fonts used, and so while I could see how this may be confusing like it is trying to be the Trader Joe's website, I think this is a stylistic choice we see in a lot of places that can still be used effectively for the purpose of this website.
- I'm a little confused as to what the "LEARN MORE" button will lead to?
- I know you have the page title written on the left side of each page, but perhaps you also want to make some indication on the navigation bar? Perhaps making it a different color? Underlining? Etc. I don't think it's absolutely necessary if you are opposed, but I do think it could be enhance its usability.
- The cover photo stretching across the top feels very large. Maybe shorten its height a little bit? I do like it though, I just think it may take up too much, especially if people get to the website and don't like what they see right away, causing them to turn away, as the professors noted about the Gordon Ramsey website.
- Also not sure why the cover photo has an altered opacity? Is there a reason why it's a little transparent/faded?
- Do you have any thoughts on its resizing for a phone?

As I said, overall, I love how it's looking, and I can't wait to continue working with you to see it unfold!

Best,  
Zachary