

# Wikipedia Article Microsite - Notes from Mockup Review

Creative Director: Annie Tian

Developer/Designer: Rocio Lauceria

- Overall, I prefer Version B to develop further!
- I really appreciate how you leaned into the “line art” style, as well as the way the illustrations are integrated into the text. It is very reminiscent of how the books are formatted!
- The structure of the boxes is also a nice subtle nod to the comic format of some of the stories.
- I also think the color palette works well, especially basing the colors off of the main illustration that you chose for the header.
- I think the content you chose to condense into the home page makes sense/works well (general about, about the creator, and origins of the story)
- Typography
  - As it is right now, I think the typeface you chose works really well for the larger titles and buttons!
  - I do think it gets slightly difficult to read in the body text, just because of how much smaller and denser the text is. Maybe try to find a typeface that is a bit less embellished. I think sans serif would work best here!
- Some small notes for the navigation bar:
  - I think it’s a bit unintuitive when the home button is not on the very left?
  - “Moominvalley” seems a bit vague for a page title → replace with something more straightforward so that people who are unfamiliar with this series can also understand what they’re clicking on.
    - We came up with together → maybe “Setting” instead?
  - We talked about being able to explore the webpages sequentially, and decided on this order for the pages:
    - Home → Characters → Setting → Media
- Also related to navigation, I would love it if there were buttons at the bottom of each page to guide visitors of the webpage through an “exploration” of this world.
  - These buttons can have call to actions? I think these can also be less straightforward in terms of how they’re labeled, at least compared to the buttons in the navigation bar. Some rough ideas that we came up with:
    - Meet the cast!
    - Visit Moominvalley!
  - I liked the idea of including the map of Moominvalley in the settings page so that people can really get immersed in the world and explore!
- Characters page

- In terms of the approach to colors in this page, it makes the most sense to choose specific colors related to the character design.
- There might be some challenges with integrating these different colors with the overall color palette, but I think as long as there is a similar level of desaturation as well as consistent colors/details with the other pages (ex. The same green that you've used for the text and outlines in the home page mockup), it should not feel out of place.