

Sushi

Wikipedia Article Microsite

Notes from Mockup Review

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Concept

- **Does a concept exist?** Currently, the concept feels like a standard informational site, but the intended concept is a premium omakase dining experience that is curated, artisanal, high-end, and elegant.
- **What is its goal?** The intended goal of the website is to be informational, but also to immerse the viewer in a refined environment that highlights the history, culture, and craftsmanship of sushi.
- **Is the goal being met by the design?** You hit the goal of the website being informational and organize the information on the homepage in a digestible way, but I think you're missing that additional layer of creating the right feeling around the website, which would require you to be more thoughtful with the color palette, typography, textures, and other design considerations.
- **Is the concept worthwhile?** The intended concept is worthwhile because sushi is very visual and tactile, and a premium aesthetic is important to make the viewer feel immersed in and appreciate the rich history and culture of sushi.

Communication

- **Is it clear what I'm viewing?** The content layout is clear, but you could work on the visual communication. The basic fonts and layouts make me think this is a generic informational site.
- **Will I understand what you're trying to convey?** The content is clearly and logically laid out, but the current aesthetic causes the message of refinement and sophistication to be lost.
- **Is it clear what I can do here, if anything?** It's clear that the site is informational, but you can't really interact with it beyond clicking into the subpages. Try adding animations, hover and glowing effects, textures, and more to make the website more interactive and immersive.

Structure

- **What are the design's visual priorities?** The website currently feels like a very basic wiki page with a lot of information, although I do like the high quality images. I want to shift that priority towards that premium dining experience feeling and use more intentional negative space.
- **How will the design accommodate variability in browser width?** I like the desktop navigation from mockup A, and I can see a hamburger menu in the top right corner being effective for smaller screen sizes. The permanent sidebar in Mockup B occupies too much visual real estate when you could instead use that information to spread out the content more and give everything more breathing room.
- **What elements do you consider foreground? Background?** The dark background is a good start but lacks depth, and the overall theme of the website right now doesn't feel heavy or luxurious enough. I recommend layering subtle textures, like wood, bamboo, or rough basalt, as image overlays or text box backgrounds to make the environment feel more tactile.
- **Does what's actually visible 'above the fold' make sense?** Yes. At the top of the page, there is a high quality image in the background with title text on top. I like the layout of variation A better since the image in the back is bigger, but I like the image from mockup B better, and I think the level of darkening you add on top of the image in mockup B is better as well.

- **Is transparency, if used, used appropriately?** Not yet, but I suggest experimenting with glassmorphism or tinted overlays as you move into the build phase.
- **Additional comment:** I know we discussed making this website a single, smooth-scrolling site or making it multiple pages, and your choice to break up the content into multiple pages is a solid approach for organization

Aesthetic

- **Is the design beautiful/striking/remarkable?** It is functional but doesn't stand out. Both mockups currently feel like standard, cookie-cutter website templates, and I want to push for a more sophisticated and elegant aesthetic that feels intentional.
- **Does the design aesthetic relate to the concept?** Partially—to better align with the high-end aesthetic, you could play around with different fonts and colors, add more negative space and interesting layouts, and more. Also, try removing the border radius on images, since I believe sharp corners will feel more modern and sophisticated.
- **Is the aesthetic consistent?** There are inconsistencies to fix, such as the bright blue indicator in the navigation on the left in Mockup B, which feels out of place, or the rainbow color scheme in the mobile view, which creates a cluttered look. Again, I think you could experiment with different fonts/colors/layouts and use negative space in a more thoughtful way. I imagined the website would feel more muted and the background would be a darker charcoal gray, and I think you could read over the initial meeting notes again to get a better understanding of the design vision.
- **Is the aesthetic driving the concept, or vice-versa?** Currently, the layout is driving the aesthetic. We need the premium omakase concept to drive the design choices and aesthetic.

Execution

- **Are type choices helping or hurting?** The generic sans-serif font you use right now lacks personality. Try out this font I mentioned during our initial meeting: <https://fonts.google.com/specimen/losevka+Charon+Mono>, or find something more intentional that has a sophisticated feel.
- **Are images presented with sufficient resolution?** Yes, the high-quality imagery is the strongest asset of these mockups.
- **Have image edges all been considered and managed?** Yes
- **Can you build it?** Yes, and I think you can add additional features that might require more technical skill. As you move into HTML/CSS, focus on using empty space effectively and try other layouts and features like animations and transitions to be interactive.

Final Notes

Overall, as you build out the initial website in HTML/CSS, try to move away from a generic feel and make it feel like an exclusive omakase dining experience. Focus on making the website feel darker and more elegant while using empty space effectively, and definitely experiment with different textures and more intention typography.

And not to be prescriptive, but I really would love to see the ingredients page feature a cutting board with graphics of different ingredients laid out on the board that you can hover over! :))