

MOCKUP REVIEW: Gucci Website

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Marie and I spoke regarding the initial mockup of the Gucci website. Initially, I think the overall wireframe looked good. We spoke about potentially having the images having higher saturation and having a button to flip through a photo album of images. The inclusion of the intro paragraph is working well, but I suggested to bump up the point size of the typeface, as it groups too much with the copy right now. The sub headers are also working well, but we discussed how Marie could further break up the text into different sections based on content; this could include parsing down some copy. The design of the navigation pane looks in line with the brand identity, but an improvement would be to make the navigation pane and Gucci logo sticky to the top so that it would remain at the top as the viewer scrolled down the page. Overall, the initial mockup was great and remained really brand-adjacent.