

INITIAL BUILD REVIEW: Gucci Website

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I was extremely pleased with the initial build of the website. From our mockup review session, Marie made the necessary changes to the imagery, copy, headers, and sections. There are clear points of interaction, and the navigation pane is elegant and interactive. A few points for improvement that we discussed included stylistic choices, like changing the typeface. The Times New Roman felt too commonplace, so I suggested a different serif with a more “high-fashion” personality. Additionally, the Gucci logo within the navigation pane could become a button to the home page, which I felt would help with user interaction. Additionally, the inclusion of the black and white sections to break up the long amounts of copy was a great design choice; the reader can now just read whichever section they want to. However, to break up the monotony of the copy, I suggested that some of those sections could be replaced with images instead of text for a visual break. Overall, a great initial build and definitely sets the stage for a polished final result.