

Mockup Review Notes

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Hi Yuxin! I like the airy quality of your mockup, and the typeface you used for the body copy. Seems like the site will translate to mobile as well!

Here's some changes I think will be helpful to the overall success of the layout:

- Giving more margins to the bubble text (and avoid hyphenation in all places), and just being aware and sensitive about text positioning in general, will help make the site more sophisticated. I find that the reason really minimal sites seem artful and creative is due to careful type and composition choices.
- There isn't enough contrast in the page titles, and they also seem oddly spaced and a bit large. Try using a different typeface (this one reminds me of default Calibri), making the tracking closer, and omit the drop shadow (or do a better implementation of it).
- For the subheadings with the blue boxes, have you tried using a thin underline instead or adjusted the spacing? The size and tracking of the type seems a bit large for each box. Same goes for the lattice; give a bit more margin to the text.
 - About the lattice again: try getting rid of the box border around the labels so that there's only border around the actual lattice. Right now, your mockup looks like this:

	category	category	category	category	category
category					
category					
category					
category					
category					

- Try doing this:

	category	category	category	category	category
category					
category					
category					
category					
category					

- Have you tried using Figma or Sketch? If not, I encourage using Figma (online software for UI/UX) and look at some more website examples.
- I can't seem to see any navigation; is the circle at the top left of each page a drop-down menu? If so, I think that's a creative shape to use for a mobile site, but for the desktop view, please add a clean-looking top bar for navigation.
- Currently, almost everything is center-aligned. Try varying that!
- Add sources at the footer (Wikipedia), as well as our names.
- I like your emphasized "fuzzy concept" in the intro; keep incorporating interesting typography like that!
- I wonder if you can incorporate some glowing circle outlines as a motif; I see you using circles already, so adding glow and Gaussian blur and overlapping circles (which will remind viewers of Venn diagrams) will be a good way to visualize fuzzy concepts.

Overall, I'm glad that you are going with the light, airy color palette, and I see you using very delicate and light typography, which is good! However, after incorporating the suggestions I mentioned above, I think the site will start feeling far more refined and less Microsoft Word. Can't wait to see your progress! You can email me or message me on Slack anytime if you have any questions.