

Discussion Points / Topics

Creative Director: Grace Lancaster

Designer: Madeline Montoya

- Does a concept exist? Yes! Perhaps tailor it a bit more to searching for coffee shops if that's more interesting, perhaps the home page discusses the types of drinks and the tabs are more about places to visit
- Be careful with the responsiveness of the design so that the user wants to scroll down
- When you build on the designs, clicking on the menu items will take you to that section of the page One long connected page
- Stuff to make it interesting once you are in a section...hovers and perhaps expanded view of text
- Fix the formatting of the body copy ..some weird spacing going on
- Add a specific recipe maybe as a side thing
- "weworeWhat.com" as inspo.. I like the aesthetic here
- maybe move away from the huge image
- make it more KAPOW with huge type and more daring typefaces