

Initial Build Notes

Date:

11/13 2025

Designer: Soobin

Creative Director: Temi

Meet with your designer once again and discuss the initial build. Discuss what's working, what still isn't, where the microsite goes from here. Also, discuss a strategy for technical and design issues that may exist. How is the page structured? What is the plan for how the design will function responsively? What elements seem to be problematic or difficult? Post your notes with your feedback and planning decisions.

Notes:

What's working

Once again really love the fun colors and pastels used in the website! I also really like the gradient background I think it adds to that same visual narrative! Also thanks for considering my previous feedback and adding in more information on the history of Pusheen. The way the site is broken up also really makes a lot of sense, in terms of overall user flow and experience.

Areas for improvement:

I think one area for opportunity is with the actual image treatment. Right now all images are treated the same with a slight curved border, but still pretty boxy. I wonder if some can be treated differently like in the mockups for the site where there is just a png of Pusheen with no bordering box. In addition, I think that the way the first part of the history section is displayed could use some more refinement in terms of design. It seems very left justified, leaving a lot of empty space on the right side of the containing box

Technical + Design Issues/ Responsive Layout Notes:

In terms of responsive design, I think that it would make a lot of sense for the current site for the menu to drop down to a hamburger menu. I also think removing some of the boxes that are on the site in a mobile view would allow more legibility, and less visual strain for the viewer. Also maybe a nice back to the top button at the bottom of the page (optional)? Overall, great work, and excited to see how this progresses.