Mockup Review: Tiny House Movement

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Mockup A Desktop:
- The overall layout is minimalist and reflective of tiny homes's aesthetics. The warm Earth tones feel calming.
- The use of text for the navigation bar feels bare-bone and minimalist as opposed to using icons, which fits the overall minimalist theme
- I like the lowercase type treatment for the title. The type feels elegant reflecting the design appeal of tiny homes
- The three-column grid is effective in creating space. The asymmetrical layout of the home page is also visually appealing
- Are there chances to incorporate more green colors?
- Can you incorporate more areas of contrast? Are there different sections of the page that need different treatment?
- Are there opportunities to include abstract textures of wood or other images as backgrounds? How can we increase the website's texture and materiality?

Mockup A Mobile:
- The mobile design is consistent with the desktop. The use of thin black lines to section off is effective
- Does the page need wider margins? It feels slightly cramped
- The footer seems to have three columns (for the navigation) and uses two columns for the copyright info. Can it become more consistent?
- Overall, the rounded corner for the frames works well

Mockup B Desktop:
- My first impression is that the color difference within each page clearly communicates the different sections. This is a nice improvement
- I like the new landing page a lot. The text in the "About" section aligns nicely with the text below. It follows the grid structure while offering a modular design. This version also has more negative space and movement than Mockup A.
- The copywriting for the navigation is also more precise and convenient for users
- The use of the numbers in the home page makes effective use of the negative space
- The interior page mockup has four text boxes with different widths. There should be more consistency. Although I like the modular design, consider using three text box widths at most.

- The use of the color green is kinda abrupt? How else will the color show up? Does it show up as an accent color important sections? Do buttons hover in green? How can green be used within the call to action?

Mockup A Mobile:
- Consider the point size and leading in mobile view. With the serif, it might be difficult to read? Should the leading be increased? Or should body copy be a san-serif? Do we need different typefaces for headline vs body copy?
- Is the navigation a scroll?