Stray Kids Site - Mockup Review Notes

Creative Director: Hannah Peaslee
Designer: Max Francisco

Overview
- Prefer the design in mockup b
- Reorganize landing page to communicate that the site is about Stray Kids better
- Increase size of body text on phone screen

Concept
- Strong design, clear cohesive design

Communication
- Most pages clearly communicate what it is I'm viewing
- The only unclear part is the landing page—at first glance it looks like the site is going to be about their Rock-Star album, rather that it being a site about Stray Kids
  - Maybe rearrange landing page to still include big rock-star album visual but maybe put it lower down on the page, so the first thing you see instead is the stray kids logo or something
- It's clear what things are clickable/interactable

Structure
- Design elements complement each other well
- Titles are big but don't take away from the main content of each page
- I really like the layout of pages on mockups-b

Aesthetic
- The design and use of color is really good, provides great contrast and communicates the vibe of the site really well

Execution
- Type color and typeface are good, except body text on phone size might need to be a larger point size
- Images are all good quality, maybe member images could be more cohesive (like all from the same photoshoot) but also that's a minor thing
  - https://straykids.jype.com/Default/Gallery?PgIndex=2&AmSeq=1