Mockup Review

Hi Catherine,

Wow, you did a really great job on the initial mockup!!! The aesthetic and color palette (especially for the home page) is exactly what I envisioned! Here are some suggestions to think about:

- The homepage is looking great!! I love the incorporation of how persimmon should be pronounced. The arched 'persimmon' with the serif typeface is beautiful, but the kerning between the second half of the word looks slightly off? This is a really nitpicky aspect though.
- I think the links to the other pages will probably look better a different color and without the underline, and you can bring the underline aspect back for its hover state.
- I really love the half-image-half text layout, but wondering about how you'd execute that so it works for mobile as well? Perhaps it's a 2-column grid that condenses into just 1 once the screen is less than a certain width?
- How will the viewer navigate to other pages/back to the homepage from the other pages? Will there be a fixed navigation bar somewhere? Or will you have a fixed button somewhere that scrolls all the way back up to the links when clicked, and have the links just take you down to where the section is on the page (assuming all the content is on one long scroll of a website). Kind of unclear about what kind of site layout it is at the moment, but I think either of these solutions could work.
- **Species section:** I love what you did with the colors and layout, but would like each different species of persimmon to have its own image, so this would probably work better as its own section/page rather than being connected to the home page.
- **Specifics page:** I'm not sure if it would look too crowded, but if not, I'd like for there to be a persimmon tree image in the background or to the side to go along with the text. The site should primarily focus on attractive photos of the fruit, with text as supplemental info. (This is super nitpicky, but the orange section of the page feels a little dark, perhaps you can lighten up the color a bit? If the white text becomes less legible, you could change it to a darker shade? I'm thinking a light orange, with dark orange or green text on top).
- **Nutrition section:** looks great! Just beware of the formatting for the nutritional value section. Perhaps split it into two columns, with the left column aligned left and the right column aligned right, kind of like how it's laid out on a nutrition label?
- **Culinary section:** I think you can remove the first large persimmon image, or crop it so it's shorter, so that the grid of culinary examples is more immediately seen. Will you be attaching links to recipes for these? I think making the images have a hover state that lighten and reveal the product name and also potentially linking to a recipe would be nice if you have time. Could you replace one of them (2nd or 4th) with persimmon jam?
- **Sources:** This page feels a bit bland compared to how beautiful the other sections are, perhaps you could utilize the format you had for the species page for this section! With a large photography section in the back.

Overall, a really really fantastic job! Hope you had a great Thanksgiving and I can't wait to see the end product!! <3