

Feedback Summary

- Overall Impression:
 - I liked both design directions, describing them as clean and aligned with Coca-Cola's brand without feeling overly derivative.
 - Appreciated the complementary feel and overall cohesion.
- Specific Design Feedback:
 - Mockup A (off-white background):
 - The off-white background makes the red elements pop nicely.
 - The navigation bar design was praised for being clean and well-integrated.
 - The interactive timeline was seen as a strong element.
 - Suggestions for Improvement:
 - Consider incorporating more color contrast or accent sections — e.g., using red backgrounds for important information or main homepage sections to establish visual hierarchy.
 - Blend both mockups' best features: cream/neutral backgrounds with selective red highlights

Designer's Notes / Responses

- Layout & Responsiveness:
 - Plans to adjust the mobile view: the timeline will likely be simplified to one side for easier scrolling.
 - Some visual elements (e.g., drink images) may need resizing for better mobile usability.

- Content Refinement:
 - Will reduce the number of drinks displayed to match the shorter selection from the Coca-Cola Wiki.
 - Considering ways to make the homepage more visually engaging (e.g., adding soda imagery, experimenting with page colors).
- Timeline Layout Preference:
 - I prefer the left layout — more straightforward and easier to adapt to mobile.
- Drinks Page Interaction:
 - Exploring interactive elements:
 - Clicking a drink could open sub-flavors in an overlay or popup (rather than replacing the page content).
 - The design should feel dynamic but not overwhelming.

Next Steps

- Combine both mockups' color schemes for final layout.
- Implement simplified, mobile-friendly timeline.
- Reduce number of drink entries and refine sub-flavor interactions.
- Add selective color contrast (red accents) to emphasize hierarchy.
- Continue iterating on layout and interactivity before coding phase.