

Creative Director Meeting Notes

Project: Bubble Tea Microsite

Designer: Adejola Ogunsan

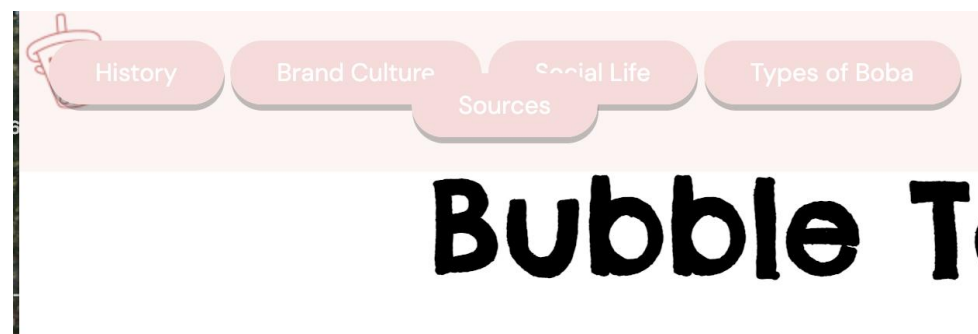
Creative Director: Sophia Yang

Date: April 10, 2025

What's Working!!

- The overall layout and flow of the microsite are clear and easy to follow.
- The imagery and visual language match the playful, youthful vibe of bubble tea culture.
- Typography and visual hierarchy are mostly successful in guiding the user's attention.
- The navigation bar concept and rounded buttons are aesthetically cohesive and work well for the theme.

Areas for Improvement



1. Responsive Design (Header & Nav)

When the browser window is narrowed, the navbar and title begin to overlap or misalign.

Consider using flex-wrap or a collapsible menu for mobile views to ensure clarity and usability across all screen sizes?



keep scrolling...

2. Interactivity on Homepage

The “keep scrolling” section is visually inviting, but maybe take it a step further by making it interactive. Perhaps an animated arrow, scroll-triggered content reveal, or even a button that smoothly scrolls the page down could enhance engagement.

Taiwan in the early 1980's at a long, hard day of work and play, the stand was a popular spot for business with the best selling tea.

History

Brand Culture

3. Header Transparency

In some sections, the header overlaps with key content. A slightly opaque or solid background for the header on scroll would help preserve readability.

synonymous with Taiwan and is an important symbol of Taiwanese identity both domestically and internationally. Bubble tea is used to represent Taiwan in the context of the Milk Tea Alliance.[36][35] 50 Lan is a bubble tea brand.

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4. Footer Overlap

On all pages, content gets partially hidden behind the footer. Adding bottom padding or adjusting the page height might resolve this and improve overall reading experience.

5. History Page Format

The narrative is clear and informative! To enhance the chronological storytelling, consider presenting the content in a timeline layout -- either horizontal or vertical -- which could visually reinforce the historical development of bubble tea.



The Valley

ized bubble tea brand founded in Taiwan in 2013, embodies the philosophy of 'connection to blending life and design into a harmonious experience, encouraging a crafted environment. By integrating creativity and aesthetics into their offerings, transform everyday tea drinking into a moment of appreciation and connection.



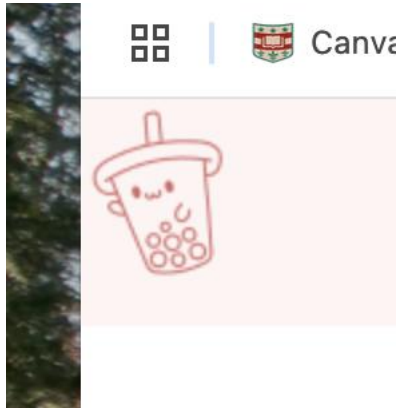
6. Brand Culture Section

The logos and brand visuals appear tightly packed, which can be confusing. Introducing more vertical spacing, divider lines, or background color blocks between brands could help differentiate each section.



7. Variations Buttons

The style of the tea variation buttons feels slightly disconnected from the site's aesthetic. Making the buttons larger, rounder, and bouncier on hover could better align with the overall theme and improve usability.



8. Logo Placement

The logo on the top left feels too far pushed to the edge. Nudging it slightly inward with consistent padding would provide better visual balance.