Creative Director notes w jared

more diagram-based

way to drag things places to make coffee yourself

earthtone color palette

Mockup ideas

- home page, very calm, not much wording
- each page as a new exploration
- information shows up as you drag

Meeting #2

- Like the second iteration more
- I like the browns in the color palette
- easy it is to navigate and learn about the different drinks
- More expressive typography - hand drawn or rounded serif
- Coffee cups more hand-illustrated
- Not so many lines