

Mockup Review Notes

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Porsche 928 Microsite

Direction A is strong. The website takes a simpler organization of pages, which makes navigating it a task that is not overwhelming.

The current style of imagery works well. It is consistent with the clean, spacious layout of each page and the typeface selection.

There is a lot of textual content on some of the pages. While the full scope of information can be included for particular viewers who want to spend lots of time reading about details, there could also be selected text that more important and immediately meaningful to the average user.

For the *Models* page of direction A, I think one slideshow/carousel that contains each model in chronological order would be a good way to showcase the evolution of the Porsche 928. I think it would provide better/more direct comparisons than a long scrolling format would.