Creative Director: Cindy Zhou

Designer/Developer: Ari Kohl

Key Decisions

- **Top nav:** Keep a single "Personality Types" tab for now. Clicking the **logo** returns to Home (remove separate "Home" tab).

- **Homepage structure:** Keep the four pairs up top. Add **concept + history** sections **below** the four pairs (scroll content).

- **Detail pages:** Clicking a pair/type on the homepage routes to a dedicated **personality type page** with a back affordance (or rely on logo/home).

Visual & Layout Feedback

- **Color palette:** Strong—keep it. Ensure it ties back to the **main concept** in copy (1–2 sentences near hero).

- **Margins:** Increase **left/right gutters**; give content more breathing room ("more empty space" at sides).

- **Hierarchy:** Consider a brief intro block above the four pairs to frame the experience.

Cindy (00:03): Okay, first of all, I really like the overall color palette you created. It works well in the bottom four pairs. Is there a tie-back to the main concept I want to communicate to the audience? Also, I think the left and right borders could come in a bit—leave more margin on the sides for empty space. Are you going to add more tabs to the top bar?

Ari (00:50): I'm thinking no, unless you want additional tabs for individual pages—like the ISFP page—for each person/type.

Cindy (01:12): Where would you put the "more information," besides the four pairs? I assumed it would be on the personality type page—like, clicking a box takes you to a page explaining that personality, and there'd be a back button.

Ari (01:43): We can do it differently. I'm wondering if the top-right bar should have more tabs—like "History" or "More Information." Maybe just one or two more. Right now, if it's just "Personality Types," that's fine. Also, can clicking the logo on the left go back to Home instead of having a separate Home button?

Cindy (02:24): Yes—please change the logo to link to Home. If you keep only one tab ("Personality Types") on the top right, that's fine. If you add two tabs, there should

probably be more to justify it. If it's just one tab, maybe add more information to the homepage below the four pairs—like history. Earlier, you mentioned "more information"—did you mean a separate page?

Ari (03:27): I think we can put more information at the bottom of the four pairs—start with the concept, then history. We can pull key points from Wikipedia.

Cindy (03:55): That sounds good. I also need to fix some responsiveness—it's not working super well. That's a coding issue. Visually, it seems pretty cool.

Ari (04:13): Do you have more questions?

Cindy (04:16): Um…

Ari (04:21): On the homepage, I'll add those sections. I think I've got a good jumping-off point. Once I make the next revisions, I'll get in touch.