Date: 11/6
Not recorded
Me: Prajwal Adhikari, Creative Director
Partner: Steffi Liu, Designer

**What's working**

- The icy blue and slate palette is cohesive across mobile and desktop, and everything feels like one world
- The photos and the album art share the same cool tint, so they sit together as one set
- The CD in the case on Home reads as a burned CD-R mixtape, which is a good nod to the DIY side of his story
- Lots of empty space on Home, so the eye goes straight to the CD and the three buttons
- The Story, Timeline, and Music buttons are clear and easy to read
- The Kamilaroi map on the Story page ties the name "Laroi" to a real place and people

**Concerns: concept**

- The dark base and one hot accent color I pictured aren't here, and the light, soft palette changes the mood
- The CD isn't quite the "mixtape" I described, since a mixtape makes me think cassette
- The album art makes it feel like a release page, closer to the fan or official page I wanted to avoid

**Concerns: communication**

- When I land on Home, I can tell it's about The Kid LAROI, but not what the site is or what I'll find
- His name is small and runs sideways on the spine, so it's easy to miss
- "Beyond the music" isn't in the navigation, so I can't tell if it's a page
- Not obvious whether the buttons on the disc are meant to be tapped, or if the CD itself does something
- On the Story page, the text is one big centered block in heavy type, which is tiring to read on a phone
- Nothing in the block stands out, so I can't tell what matters most
- The copy reads like a general summary