

Creative Director: Violet Holah

Designer: Florina Yu

What is working well:

- Copy
 - The 4 sections and header are relevant and strong
- I really like the brutalist design style
 - Sharp contrast
 - Bold, sans-serif fonts

Room for improvement:

- Show off the individual shape of the capsule better, rigid blocky square with circle
- Try a grey background?
- I think the bottom 4 sections/buttons could evoke the capsule tower better
 - What if they didn't have rounded corners and the button was a circle in the inside
 - Maybe a gray overlay circle to look like the block?