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Steinway and Sons Microsite

General notes:

- a tab showing all the various pages (i.e. history manufacturing) with interactive hover effects.
- mainly black and white, use gold and red accents (resembles actual ratio of colors on piano)
- font is clean and sharp, like the actual logo on for steinway
- for the components part, have a n image for each part and make it interactive
 - when hovering over, the text to the side comes out/has an effect
- highlighting the beauty of the piano through photos
- content itself gives the reasoning for why it's a great piano
- include quotes that emphasizes certain information or facts as of why steinway is unique/respectable
- have enough content that explains why it's such a nice piano/validates why it's such a great product
- more image focused, the image are what's taking up most of the visual content
 - text is supporting image
- homepage is very visual, not as much text

Second Meeting

- history/about: how the company started, how it became popular, and Steinway hall
- work on contrast, especially with gold/yellow text
- pianos section has current models and old/unique models
- maybe turn background to black with white text
- special collections following staple grand pianos
- image with following quote on homepage in mockup b was awesome
- could have section at end of homepage that links to other sections. Can use the grid part of last homepage at the end of mockup b

For content

Accommodation of the two mockups
Switch to pearl white
Background black and white text
Yellow text on black would look good
History of the brand could be brief

- How the company started
- How it became popular

- Steinway halls

Pianos section

- History of models info could be there

Clean theme

Like the side font

Home page

- Special collections

- Could follow after the other models sections

- So basically replace the position special collections is at right now with a classic piano as

the starting point and then the "gold standard" quote

Liked the home page layout with the piano image on mockup B and the following quote (thought the flow of the mockup A was better but the design layout intro for this was really cool

- Liked the logo on the nav bar, could link it to the home page again

Like the structure of the image layout

Like the idea of being able to navigate to other pages without really using the nav bar, withing the home page

- So for example, like mockup b with the tiled images instead of the models, each tile could be like about, pianos, manufacture etc.

Like the typefaces

Third meeting

-styling is looking great

-more red colored details

-honestly not a lot that should be changed

-once styling is finished it will look great

-add a home button to the top part

-new piano image on the font home page

-said we would contact each other again next week to figure out other details.