Creative Director: Brian Lee Designer: Jason Zhao Topic: Lance Armstrong

Mockups A

- Desktop
 - Good contrast
 - Nicely paced
 - Indicator of what section you're on with nav bar
 - More color hierarchy white, black, and yellow
 - Add more refined footer to both desktop and mobile
- Mobile
 - Section of text that feels long, perhaps break up with an image or two
 - Side-scrolling images not initially clear; add indicators that the images scroll to the side

Mockups B

- Desktop
 - Make homepage arrow button more obvious that it is clickable
 - Current tests section feels a little bit dry with just text; can put some generic images, pull quote, or images related to testing in this section to break up some of the text
 - Refine sources page
- Mobile
 - Keep sidescrolling nav bar