**This document summarizes the feedback we have gotten so far (6/24) on the website.**

Navigation (page to page animation, menu, etc.):

* Page-to-page animation from one tab to the next are distracting
* Change the hover nav color on the menu to white or something other than black – it’s too dark otherwise (2)
* Transitions are cool (5)
* Three-sided folding on the menu bar is distracting – 2D would be better
* The nav bar shouldn’t be green when you’re on the page – it blends in too much with the background (2)
* Products should be more highlighted – as a user, not going through every single products page. Put picture of each product in the one paged landing page
* Assuming that your customers are emts and other baby-dealers and NOT primarily investors, don’t put technology before products
* Make background untextured

Messaging

* Diversify the messages under “about” and change the sentences that begin with “we” so that they flow more fluidly
* Make these more welcoming – use more concise and accessible language

Homepage

* More basic, overview information on the front page, and then users could go to the other pages for in-depth – layout the big picture of Warmilu on the front page. Assume the user isn’t familiar with Warmilu instead of the other way around
* Do not like the video - unless it’s extremely high quality, it’s not worth my time
* What do you want from the user? What is the *ask*? Do you want them to donate, sign up for a newsletter, what is their purpose after they come onto the site?
* The problem you’re solving should be further up the page – like swapping the 2M infants, and also make the text more readable, instead of a giant paragraph (2)
* Center the bottom two media icons
* Move the mission statement further up the page
* Our mission and warmilu don’t fit on the front page
* Main images need to be better quality for that size
* **Media**
  + Media should be on the very bottom (3)
  + Show the entire logo of the news (2)
  + it’s not clear by what you mean as media – put featured on or something like that
  + “media” and “our story” bars cut off the page, and interrupts the visual flow

Technology

* Too long – most important part is the 2m babies and the photos of baby, keep that on top (2)
* The heading is weird, spanning the entire page (2)
* Maybe bold or highlight certain phrases or sentences to make it seem less wordy and easier to skim through
* Needs more text alignment, especially the last line

Products Page

* Heat packs link to incublanket
* The main products page is cool (3)
* it’s not necessary to have links to other products pages, just have one general product page (2)
* Hard copies of product specifications and maybe more information on the clinical trials

Team Page

* Everybody in suits makes this look more serious and like a business rather than anything with a humanitarian effort
* Just have one about page and have everything on there
* Put the team on the homepage, near the bottom

Blog

* he "Blog" page is a little weird looking. The title of the blog (WARMILU - SPREAD THE WARMTH) looks strange. The first step would be to get rid of the underline on that, make it bigger, and change the color of the link.

FAQ

* Have consistent font sizing (2)

Contact Page

* Why have this as a subpage? Just make it a link on the bottom