**This document organizes and categorizes the feedback we have gotten on the Warmilu website up until 7/10**

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Navigation** | **Messaging** | **Homepage** | **Media Links** | **Products** | **Team** | **Technology** | **Contact Us** | **FAQ** | **Visual** | **Blog** |
| I think the page-to-page animation from one tab to the next can be distracting/is too much especially given that information is laid out in smaller pieces, requiring the user to switch pages more frequently. It ends up swiping to the left while also centering the page at the same time, which is a lot to take in for just a page switch. | I think the language is good but there's something about it that isn't very welcoming to read. I would suggest diversifying the sentences under About and change sentences that are starting with "we" every time so it reads more fluidly. I think to make it more welcoming might require some concision/accessible language but i'm really useless at giving examples to change it. If it's something specific you're looking to change, I can be more helpful with that. I just feel like the logo's welcoming message doesn't match the website's in a way. | I think more could be added on the homepage to provide more basic information that the user could then use the tabs to navigate for more depth. Right now, the user has to actively search the website to get a big picture of what Warmilu is all about rather than it being laid out for them in the homepage.the homepage is functioning as though the user is already familiar with Warmilu and in the event that the user is not, the homepage might not garner enough interest to get them to learn more |  | If you click on products and then click on heat packs, it is linked to the IncuBlanket product page so should be re-linked to heat packs. |  |  |  | I don't know if I'm having a stroke or not but my brain sometimes tells me that the header fonts are different sizes in the FAQ. I don't know if i'm just crazy or not. | I think the images on the home page and under advisors might be too grainy to be displayed at that size. |  |
| definitely change the nav color from black to white or something because the hover nav is too dark to read the text |  |  | i can't see the media links properly. i think you should just not have them as ovals. just have the news company's logo. and its not obvious what you mean by media. try featured on or something like that |  | but making a company feel more casual makes it feel more light hearted... the team page has people in suits which immediately makes this look more like a business than a humanitarian effort |  |  |  |  |  |
| transition is cool |  |  | media should be at the bottom. it kinda breaks the flow of about us and story | products is cool. not really necessary to need to scroll to another page to read about each one. you should just have one general product page. and specifically about each product on the same page | too many pages in about page - just have one page | technology section is totally a tldr. i like the bottom part, where it says like 2m babies are dying! and pictures of warmilu saving babies. | idk why "contact us" is a sub menu of faq. have that be a link at the bottom of the site. |  | make the slide pics more hip |  |
| The three-sided folded paper-like object on the navigation bar is slightly cheesy…is there a way to just make it 2d? |  | I like the one page format of this website. When I get to the bootm, where the video is, my thoughts are  “ugh. A video. I would’ve prered to read a paragraph”, because usually videos made by early-stage startups without a dedicated marketing team = not worth the time.  **So, my important question is:** I get onto your first page. Nice pictures. But *what is the ask?* **On sites like Dropbox, you see “sign up”. As a user I know exactly what my role is in the context of the company.**  **But with warmilu, what is my purpose? Am I just informing myself and then leaving? Or can you do something with my email (newsletter, ideas, customers) or phone number?** | When I get to the Media portion, the logos are overflowing their ovular confines. Don’t know if that’s unique to my computer (wait we have the same computer…nevermind.) But yeah those should be made smaller and less blurry ideally. Impressive set of media outlets tho!!1 | Regarding the structure of the nav bar: why is “Products” not more highlighted? As a user, I’m not gonna click through every product in that menu. I can’t even fathom what they look like based on their names, so in the end I’ll leave without a visual stamp of what you guys are selling exactly. **If a picture of each product could be the second step in the one paged landing page, that would be helpful and require me to click less!**  Assuming that your customers are emts and other baby-dealers and NOT primarily investors, I don’t see why technology comes before product? | **AnD LASTLY: I wanna meet the team on the one pager! At the bottom! A few pics? I guess my perspective right now is coming from someone with REALLY SLOW INTERNET (or even just moderately slow internet) I want all the impotant information on the front page so I don’t have to click through all the links J** |  |  |  | I can’t handle the textured blanket-like background. I personally prefer a combo of simple, balanced colors (like white and green). I like that the slidey picture in the center is highlighted with the value props. Serving it to me on a silver platter---I like it! |  |
|  |  |  |  | hard copies of our product specifications and maybe some more information on the clinical trials progress |  |  |  |  |  |  |
| the top navi bar shouldn't be green when you're on the page. like it blends in too much with the bacground.  i like the movement and flow of everything. it makes good navigation. not a big fan of the black highlight. more consistent font sizing. just needs more consistency overall. |  | i would like mor eof like what the problem is that you're trying to solve like a "why"instead of like an "our technology" for like the first link. like swapping the 2m infants etc etc on top and our technology/solution on the bottom. making the text more readable. it’s just giant paragraphs now. |  |  |  | the heading on the our technology page is a bit weird how it spans the hwole page |  |  |  |  |
| and the navigation bar at the top is really nice. ooohh i do like the sliding page transitions for navigation. |  | one thing that throws me off about the front page is bold white bar for "media" and "our story". it kind of cuts off the page and interrupts the visual flow. and for the media icons, i think it'd look better if the bottom two were centered |  |  |  |  |  |  |  |  |
|  |  | I think your mission statement on the homepage should be made bigger if you can, or moved to near the top of the page so you don't have to scroll down to see it. and i actually didn't see the video for the "our story" part until now haha cause i never scrolled down all the way.if you want more people to see it you should move it up over media |  |  |  | Regarding the technology page, maybe bold/highlight certain phrases or sentences to make it seem less wordy and easier to skim through. |  |  |  |  |
|  |  | I love the big, short, lettering on the front page. Though I don't really like the contrast of the black to the background green page for the first two pictures. Our mission and Warmillu doesn't really fit on the front page. I like the media section, but it takes up a lot of space. Don't like that the story is all the way at the bottom. Seems like an after thought. If anything, media should be at the bottom. |  | the products page looks great! |  | Don't like that the bar that says applications of tech goes out that far. I think if the 2M info was on top, it would make more sense. Interesting, short stuff on top and then long details on the bottom |  |  |  |  |
| other than that though, the rest of the site looks great! The transitions are my favorite part. Especially when you hover over the top tabs. |  | I like the theme a lot and the colors are nice. I would suggest changing the color of the "current page" tab at the top (right not the green is VERY close to the background green). I'd probably opt for a dark green in the same hue, or that pink color you have in the logo. A lot of the pictures of kind of low-res, so that should definitely be changed. But I like the actual pictures themselves! The transition animations are GORGEOUS. Those are awesome. |  |  |  | The Technology page needs a little text-alignment love. Especially the last line there. The header ("Applications of Technology") banner looks alright, but it's not the best...Maybe having that have a background color with white text would look better. |  |  |  | The "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. |
|  |  |  |  |  |  | 2. In our technology you mention that Warmilu has developed the heat pack which is easier to activate, longer lasting, more affordable, and provides safe control of peak temperature.  3. I believe applications part can be better explained. Not easy to see the relation between one  and the other uses. The phrase “Both are treated using Warmilu heat technology” needs to be  center. |  |  | 1. Better quality, high definition pictures in home page 4. Color and design are nice, maybe a different font? Something less formal? |  |

o Website

§ Needs to be red or blue – this just evokes healthcare/medical device provider as seen by competitors. The logo needs to be in the top left corner in the header. May consider a different website name like the brand that will be our medical devices for EMT line. Go with what is a standard for the web presence.

· J&J - Red, some blue, white

o <http://www.jnj.com/>

· Proctor and Gamble -

· GE Healthcare – Different shades of blue, white

o <http://www3.gehealthcare.com/en/Global_Gateway>

· McKesson – Different shades of blue, white

o <http://www.mckesson.com/>

· Cardinal Health – Almost all red and white

o <http://www.cardinal.com/>

· 3M - red and lots of aqua blue

o <http://www.3m.com/>

· Embrace – orange and blue

· NAEMSE – Red

o <http://www.naemse.org/>

· Medtronic – Different shades of blue

o <http://www.medtronic.com/>

§ Content generation