Initial Build Discussion

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Topic: Travel Frog (Tabikaeru): Wikipedia Microsite

What's Working

- Cute, relaxing colors, typography, and illustrations that fit the game.
- Clear navigation and well-organized content across all five pages.
- Fun flipping cards that make the website more interactive.
- Good page lengths and helpful game screenshots.

What Could Be Improved

- Most sections use the same cream rounded rectangles and text-and-image layouts, making the pages feel repetitive.
- I would love to see more of the game's personality throughout the website. Right now, it feels more like an informational website than an experience inspired by the game.
- Some sections could feel more like postcards, scrapbook pages, or parts of the frog's world.
- There could be more opportunities for visitors to click, explore, and discover information.
- The mobile layout still has some issues that need to be identified and fixed.

Design Suggestions

- **Home:** Make the introduction more playful, perhaps with a larger frog illustration or small game-inspired details.
- **Life with the Frog:** Incorporate elements from the frog's home, garden, shop, or mailbox. Some objects could reveal information when clicked.
- **Postcards:** Experiment with a travel album or scrapbook layout instead of using the same rectangular sections. Postcards could overlap or have different sizes.
- **Behind the Game:** Try a slightly different layout or visual treatment to distinguish it from the gameplay pages.
- **Goes Viral:** Consider using a more editorial layout to highlight the game's popularity and history in China.
- Use clovers, stamps, backpacks, souvenirs, or small illustrations throughout the website to connect the pages visually.

I really like the direction of the website so far, and I think the visual style is already strong. I would love to push it a little further so visitors feel like they're exploring the world of Travel Frog rather than just reading about it.