Creative Director: Christine Lee

Designer: Jack Warren

- Color division is strong and information is organized clearly (I like the treatment of the photos)
- Some of the relevance? Of the photos could be improved (ex. For history, maybe include a more old/vintage looking photo of what KitKats looked like then) and looking forward to seeing what the varieties page will turn out to be
    - What is the rationale for the color separation
- Wonder if some information in the body could be highlighted? (ex. In description of varieties when mentioning “raspberry-infused, etc.) could link to the card of that specific flavor?
- Also wonder if the dark brown? Titles of the page could be changed to seem more different from each other (like that the varieties title is different- could be similar to that)

Responsive:

- Header
- Varieties page using a tap function instead of hover