Christine Lee - Creative Director
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Content title: **KitKats in Japan**
(did not have recording permissions)

Notes:

- **Light, fun feel** (no harsh dark colors)
- Use of photography (edited to have more pastel-light colors if needed) for images
- Drawn to first design idea (modeling website based on chocolate box/convenience store)
    - buttons/interactions feeling as if they are integrated into the environment (example being second image on bottom with frames modeled like windows on a building)
    - For convenience store route: signs could be buttons/certain props of the background image
    - For chocolate box route: buttons could be pngs of different kitkats or images
    - TIdr: buttons/interactions can be designed in a way that is fun!
- For varieties page, final minimum of flavors should be 10 (as many as possible, but don't try to do all 400…) ** can be the most interesting page?
    - Choosing interesting flavors that are unconventional/maybe emphasis on limited/regional flavors
    - Can be formatted in cards (with an image, title, and brief description of the flavor) -> can vary in colors, fonts, etc.)
- Font choice: serif, but maybe sans serif for more "fun/interesting" flavors/interactions (play around with it)

These^ are all suggestions as we're just ideating at this point, so feel free to either omit/add on to anything we've discussed (phone numbers were exchanged for future communication)