

5140Group 1

An
Maxine
Shruti
Ricardo
Ramie
Clayton
Katherine
Cory

Group 2

Megumi
Tressa
Katie
Daniel H
Cara
Hannah
John

Group 3

Heather
Christina
Seth
Emily
Daniel M
Cat
Frankie
Ryan

5142Group 1

Alex
Kamaria
Joe
Hoa
Lyria
Martin
Melissa
Anders

Group 2

Susan
Matilda
Eroyn
Erika
Geeta
Justin
Jason

Group 3

Chelsea
Nicole
Rod
Stephanie
Evan
Tom
Kayley

Feedback Questions:

Is there a clear hierarchy? (is the information grouped logically and easy to follow)? What is hierarchy (in what order do you see/process the information)?

Does anything compete or distract from the hierarchy, or are there any other spaces for improvement?

How does the solution relate to the parent brand and mood boards?

How are the graphics interacting or working with the structure? Is it a balanced holistic package design?

How would you describe this packages "vibe"?