Paragraph #1, Making a Conclusion:
1. Precedence (top left hand corner)
2. Contrast
3. Photography– Leading the Eye, emotion through a face, eye gaze, replacing image with content
4. Typography– refined, Clean & Modern, Simple
5. Navigation– sticky nav

Paragraph #2, First Impression:
– Up to date, smart, clinical, technology based, clean, expensive, luxury/flashy, fashion, conversation starter, modern, artificial
1. Photography– replacing image with content, image consistency, image alignment, Time of Day
2. Text– contrast, clarity, spacing (line-height), alignment
3. Color– color scheme, complimentary colors, tones, psychology of color

Paragraph #3, Trust:
1. Brand– consistency
2. Looks professional– color scheme, font choices, consistency, different devices, adventurous/flexible
3. Photography– power of faces, Not

stock photography
4. Usability