

UX Weaknesses Analysis:

All slides:

- Font not in style of brand
- Blurry logo

Slide 1:

- Too visually cluttered
- Audio, start, & paragraph are in a confusing visual hierarchy
- Too many colours, not in the art style of the brand

Slide 2:

- Too visually cluttered
- Conversation & intro paragraph are in a confusing visual hierarchy
- Too many colours, not in the art style of the brand

Slide 3:

- Text isn't centre-aligned
- Slider doesn't reflect brand guidelines
- More focus needed on text in red box

UX Improvements:

All slides:

- In line with Royal Canin brand guidelines:
 - Used font DINPro
 - Used text size of above 18px to make the text meet the W3C AAA accessibility standard
- Used high quality logo
- Added progress bar to visualise course progress/length

Slide 1:

- Used Button style from UI Kit
- Made less heavy/more minimalistic
- Focused on breeder's expertise, using brand illustrations (from Gregory, thanks!)

Slides 2 & 3:

- Used brand illustrations to match brand style for people, dogs, & background
- Used red speech bubble box & white text, similar to the Royal Canin Puppy Guide & as per the primary colours brand guidance
- Changed slider to red in line with brand guidelines