The motivation for this website has been the Awwwards.com website. The level of creativity and innovation that designers and developers all around the world shows that we are evolving. In this new era of digital technology and transformation, we are constantly forced to improve and adapt with social norms. Concentrating on the simplicity and user experience is quickly becoming the new motto at the work place. The population of people studying the web and design is increasing exponentially. Think about it, when was the last time when everyone was competing for something similar? Probably when we were young and we want to take ownership of everything in front of us.

Now look at the present and what is ahead of us. What lies ahead of this current generation? Most will respond with this “the science fiction of the real world.” This phrase coming into play rather quickly. Entrepreneurs like Elon Musk is researching on the hyper loop, a traveling technology that can basically teleport any type of units to a specific destination. Advances in other fields of science are also bringing in new experiences on the plane, under water, on the ground and even in surgeries.

What is the common thing in the midst of all these great pending changes in society? It’s the user experience, how the experience was perceived by the user.