

Gaze Website Project

Project Title: Creation of a Cinematic, Interactive Website for Gaze - An E-commerce Platform

Project Description:

We are seeking a talented and experienced team to create a visually stunning, interactive website for Gaze, our innovative e-commerce platform. The website should offer a cinematic scrolling experience, similar to an Apple product release, and tell a compelling story that encourages visitors to sign up for early access to our app.

Key Features:

- Cinematic, interactive scrolling experience
- Full-screen video backgrounds
- 3D renders of our mobile application
- Interactive carousel of feature cards
- Sign-up form for early access
- Separate sign-up form for potential investors

Technical Requirements:

- Proficiency in HTML, CSS, JavaScript, and preferably experience with three.js for 3D elements
- Experience with responsive web design to ensure the website looks great on all devices
- SEO-friendly design to help our site rank well in search engine results
- Fast load times to ensure a smooth user experience

Design Aesthetic:

We're looking for a clean, modern design that aligns with our brand identity. The design should be visually appealing and use engaging animations and transitions to guide the user through the story of our brand.

Examples:

<https://www.pola.co.jp/special/o/wecaremore/mothersday/>

<https://next.junni.co.jp/>

<https://hsmkrt1996.com/>

<https://www.kubota.com/futurecube/>

<https://nodetoy.co/>

Please provide examples of similar projects you've completed, especially any projects that involved a cinematic scrolling experience or the use of three.js. We're excited to see your work and look forward to discussing this project further!

Project Duration: We anticipate this project will take approximately 3-6 weeks, but we're open to your professional estimate.

Payment: Payment will be based on milestones.

We look forward to your proposals and to bringing our vision for Gaze to life!

About the company (Startup):

Company Name: Gaze

Slogan:

"See Clear, Shop Different"

Our slogan, "See Clear, Shop Different", symbolizes Gaze's dedication to offering a unique shopping experience imbued with complete transparency. The phrase "See Clear" symbolizes clarity and insight, while "Shop Different" communicates our intent to redefine the conventional shopping experience.

Values Statement:

At Gaze, we stand for fairness, accessibility, utility, ethical practices, and sustainability. We are committed to creating a shopping environment that's transparent, trustworthy, and offers a level playing field for businesses of all sizes. We envision a marketplace that's equitable, secure, environmentally conscious, and supports the growth of small businesses.

Fairness:

- Championing fairness and equality across all facets of commerce.
- Ensuring equitable opportunities and resources for all, from solo entrepreneurs to established merchants.
- Cultivating a diverse and inclusive online marketplace.

Accessibility:

- Offering a shopping experience that's intuitive and available to everyone.
- Providing user-friendly and innovative tools to simplify online commerce.
- Encouraging participation in e-commerce for all, irrespective of their background or abilities.

Utility:

- Delivering efficient, practical solutions to transform the online shopping experience.
- Concentrating on solving real-world challenges for shoppers and businesses.
- Streamlining the shopping experience, making it effortless for all.

Ethics:

- Advocating for transparency and ethical business practices in online commerce.
- Ensuring all transactions are just and equitable for all parties involved.
- Nurturing a community that values and operates with integrity.

Sustainability:

- Prioritizing environmentally-friendly business practices.
- Advocating for sustainability and waste reduction in commerce.
- Striving to have a positive environmental impact and drive a sustainable future.

Mission Statement:

Our mission at Gaze is to lead the social commerce landscape by delivering groundbreaking tools that promote transparency and ethical business practices. We aim to empower consumers to make informed purchases while supporting small businesses with modern tech solutions. Our goal is to nurture a community where commerce is fair, secure, and environmentally conscious.

Vision Statement:

Our vision at Gaze is to revolutionize shopping by promoting transparency, ethics, and fairness in commerce. We aspire to become the preferred social commerce platform, providing swift delivery, hassle-free returns, and quality assurance. We're working towards creating a future of fair and sustainable trade where everyone, including small businesses, has access to quality products, services, and resources. We see a future where businesses, big and small, can compete on an equal footing, and where supply chain solutions are transparent and easy to navigate for all.

Tech Stack:

Frontend:

- **React.js:** A JavaScript library for building user interfaces.
- **Next.js:** A React framework for production - it gives you the best developer experience with all the features you need for production.
- **Three.js:** A cross-browser JavaScript library and API used to create and display animated 3D computer graphics in a web browser.
- **Scrollreveal.js:** A JavaScript library that provides easy-to-use functionality for creating scroll animations, allowing elements to animate into view when they're scrolled into the viewport.
- **GSAP (GreenSock Animation Platform):** A powerful JavaScript library for building high-performance animations.

Backend:

- **Node.js:** A JavaScript runtime built on Chrome's V8 JavaScript engine, used for building scalable network applications.
- **Express.js:** A minimal and flexible Node.js web application framework that provides a robust set of features for web and mobile applications.

Database:

- **MySQL:** An open-source relational database management system that uses structured query language (SQL) for adding, accessing, and managing content in a database, widely used for web-based applications and online publishing.

Hosting/Deployment:

- **Contabo:** A web hosting provider that offers a range of services including shared hosting, virtual private servers (VPS), and dedicated servers, known for its affordable pricing and robust infrastructure.

Version Control:

- **GitHub:** A provider of Internet hosting for software development and version control using Git.

Build Tools:

- **Webpack:** A static module bundler for modern JavaScript applications.

Analytics:

- **Google Analytics:** A web analytics service offered by Google that tracks and reports website traffic.

Form Handling:

- **Google Sheets:** To store form responses.
- **Slack:** To notify when a form is filled out.

3D Modeling:

- **Blender/Maya/3ds Max:** For creating the 3D models and animations that will be used on the website.

Testing:

- **Jest:** A delightful JavaScript Testing Framework with a focus on simplicity.
- **React Testing Library:** A lightweight solution for testing React components. It provides light utility functions on top of react-dom and react-dom/test-utils, in a way that encourages better testing practices.

Type Checking:

- **TypeScript:** An open-source language which builds on JavaScript, one of the world's most used tools, by adding static type definitions.

Error Tracking:

- **Sentry:** An open-source error tracking tool that helps developers monitor and fix crashes in real time.
- **LogRocket:** A frontend logging tool that lets you replay problems as if they happened in your own browser.

Security:

- **Helmet.js:** A collection of middleware functions to help secure Express apps.
- **cors:** A node.js package for providing a Connect/Express middleware that can be used to enable CORS with various options.

Environment Variables:

- **dotenv:** A zero-dependency module that loads environment variables from a .env file into process.env.

Website Flow:

Introduction

- **Page Load:** As the page loads, the user is greeted with a full-screen video background. The video is a subtle, abstract animation that doesn't distract from the overlaid text.
- **Text Overlay:** The question, "Do you trust the products you buy?" appears in the center of the screen. The text is bold and white, contrasting with the video background for maximum visibility. The text fades in slowly to create a dramatic effect.
- **User Interaction:** The user is prompted to scroll down with a subtle animation (a bouncing arrow or fading "scroll" text) at the bottom of the screen.
- **Cinematic Transition:** As the user begins to scroll, the text starts to fade out. Simultaneously, the initial video background transitions into a montage of clips showing people expressing their frustrations with online shopping. This transition should be smooth and seamless, with the new video clips fading in as the initial video background and text fade out.
- **Photo Montage:** The montage should include a variety of photos to represent a diverse range of suffering employees of businesses contributing to the problem, protests, court hearings and anti-corruption campaigns (Hide all branding and logos. The montage should be no longer than 5 seconds long and should clearly convey a sense of frustration or disappointment. The photos should be arranged in a way that tells a coherent story, leading the user naturally to the next section of the website.
- **End of Section:** The montage ends as the user finishes scrolling through the introduction section. The final clip should fade out, preparing the user for the next section of the website.

Remember, the goal of this section is to immediately engage the user and make them think about their own experiences with online shopping. The video montage should evoke empathy and curiosity, encouraging the user to continue scrolling and learn more about Gaze.

Problem Identification

- **Section Transition:** As the user scrolls down from the introduction, the screen splits into three equal sections, each dedicated to a different pain point: misleading product descriptions, manipulated reviews, and questionable business practices.
- **Video Loop:** Each section features a short, looping video of misleading product descriptions, manipulated reviews, and questionable business practices. (Remove all logos and branding) The videos should be subtitled for accessibility and to ensure the message is conveyed even if the user's device is muted.
- **Text Overlay:** Over each video, there's a semi-transparent layer with descriptive text. The text should be concise yet powerful, explaining the issue in more detail and emphasizing its impact on consumers. The font should be large and clear, ensuring it's readable over the video background.
- **User Interaction:** As the user hovers over each section, the video and text in that section come into focus, while the other sections are slightly dimmed. This interaction guides the user's attention and provides a more immersive experience.
- **Cinematic Transition:** As the user scrolls down, the three sections merge back into one full-screen section. The videos fade out, and the background color transitions from light to dark. This dramatic change in color scheme creates a sense of anticipation, preparing the user for the product reveal.

Remember, the goal of this section is to highlight the problems that Gaze aims to solve. The use of real consumer experiences makes the issues more relatable and emphasizes the need for a solution like Gaze.

The Revelation

- **Background Transition:** As the user scrolls down from the Problem Identification section, the dark background begins to lighten. This transition should be smooth and gradual, creating a sense of anticipation.
- **Logo and Text Reveal:** As the background reaches a light color, the Gaze logo appears in the center of the screen, accompanied by the text, "A transparent way to shop." The logo and text should fade in slowly, adding to the dramatic effect of the reveal.
- **User Interaction:** The user is prompted to continue scrolling with a subtle animation at the bottom of the screen.
- **Cinematic Transition:** As the user begins to scroll, the logo and text start to fade out. Simultaneously, the background transitions into a full-screen image of the Gaze mobile application. The image should fade in as the logo and text fade out, creating a seamless transition.
- **End of Section:** The full-screen image of the Gaze mobile application marks the end of the Revelation section. The image should be high-resolution and visually appealing, enticing the user to continue scrolling and learn more about the app.

Remember, the goal of this section is to introduce Gaze as the solution to the problems highlighted in the previous section. The dramatic reveal of the logo and the transition into the image of the app create a sense of excitement and curiosity, encouraging the user to continue their journey through the website.

Product Reveal

- **Section Transition:** As the user scrolls down from the Revelation section, a sleek, modern smartphone rises from the bottom of the screen. The phone is closer to the viewer, filling the screen with a high-resolution as the viewer scrolls down, the phone rises up till it reaches the bottom of the phone, screen 3D render of the Gaze mobile application.
- **Smartphone Retreat and Multiplication:** As the user continues to scroll, the smartphone retreats backward until it fits perfectly in the center of the screen. Simultaneously, additional smartphones appear from behind the central phone, each displaying a different view of the app and its features. This multiplication effect creates a dynamic, visually appealing display.
- **Deck of Cards Effect:** The smartphones then fold out in a half-flowering effect, like a deck of cards in a person's hand. Each phone is slightly tilted, allowing the user to see all the screens at once. This effect adds depth and dimension to the display, enhancing the visual appeal.
- **Smartphone Rotation and Feature Highlight:** As the user continues to scroll, the smartphones begin to rotate slowly, revealing different views of the app and its features. As different features of the app come into view on the smartphone screens, they are highlighted with subtle animations (e.g., a pulsing glow). This draws the user's attention to each feature and enhances the visual appeal of the section.
- **Descriptive Text and User Interaction:** Alongside the rotating smartphones, descriptive text appears, providing detailed explanations of the app's key features and benefits. As the user hovers over each section of the text, the corresponding feature on the smartphone screen is highlighted, creating a connection between the text and the visual.
- **Cinematic Transition:** As the user reaches the end of the section, the deck of smartphones folds back in and descends, disappearing from view. The text fades out, and the background transitions, preparing for the next section of the website.

Remember, the goal of this section is to showcase the Gaze app and its features. The use of dynamic, interactive elements creates a visually stunning experience that helps the user understand how the app works and what it offers.

Features and Benefits

- **Section Transition:** As the user scrolls down from the Product Reveal section, a 3D smartphone rises from the bottom of the screen, showcasing the first feature of the Gaze app.
- **Feature Highlight and Description:** The first feature is highlighted on the smartphone screen with a subtle animation. Alongside the smartphone, a text box appears, providing a detailed description of the feature and its benefits to the user. The text is concise and engaging, using clear, simple language to explain how the feature works and how it benefits the user.
- **Cinematic Transition to Next Feature:** As the user continues to scroll, the smartphone moves to the side, and a new smartphone rises from the bottom of the screen, showcasing the next feature. The previous feature's text box fades out, and a new text box for the next feature fades in.
- **Repeat for Each Feature:** This process repeats for each feature of the Gaze app. Each feature is given its own space and time to shine, ensuring the user can fully understand and appreciate what each feature offers.
- **Value Propositions:** The features highlighted should align with Gaze's key value propositions, such as:
 - **Review Platform First:** Highlight the platform's focus on customer reviews, showcasing how users can share their experiences and learn from others.
 - **Simple Shopping:** Show off the AI-powered "Simple Search" feature, demonstrating how it makes shopping easy and efficient.
 - **Enhanced Shopping Experience:** Highlight the community aspects of Gaze, showing how customers can engage with each other and with brands.
 - **Quality Assurance:** Emphasize Gaze's commitment to quality, showcasing the secure and reliable shopping process.
 - **Support for Businesses:** Highlight the tools and features available to businesses, demonstrating how Gaze supports businesses' success.
- **Cinematic Transition to Next Section:** After the last feature has been showcased and the user continues to scroll, all smartphones and text boxes fade out, and the screen transitions to prepare for the next section of the website.

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Incentivized for Transparency

- **Earn While You Shop with Gaze!**

Section Transition: As the user scrolls down from the Features and Benefits section, the screen transitions into a vibrant, dynamic background with the header "Earn While You Shop with Gaze!" appearing in bold, captivating text.

Narrative Text: The subheader "Discover a new way of shopping where your activity is rewarded." fades in, setting the stage for the unique value proposition of Gaze.

- **Shop, Share, Earn**

Cinematic Transition: As the user continues to scroll, the screen transitions to a new section titled "Shop, Share, Earn". The background subtly changes to align with this new theme.

Narrative Text: The text "At Gaze, we believe in rewarding our customers for their engagement. Whether you're buying a product, asking questions, or leaving reviews, you'll earn incentives for each activity. The more active you are, the more you earn!" fades in, explaining the concept of earning while shopping.

- **Fair and Transparent Incentives**

Cinematic Transition: As the user scrolls further, the screen transitions to the next section, "Fair and Transparent Incentives". The background subtly changes again, keeping the user engaged.

Narrative Text: The text "Our unique incentive system is designed to be fair and transparent. The incentives you earn are based on your level of activity. Whether you're a casual shopper or a super user, there's something for everyone at Gaze." appears, emphasizing the fairness and transparency of Gaze's incentive system.

- **Scale Up Your Rewards**

Cinematic Transition: The user's scroll triggers another transition, this time to the "Scale Up Your Rewards" section. The background changes to reflect this new theme.

Narrative Text: The text "As Gaze grows, so do your rewards! Our model is designed to scale with our growth, meaning the total amount of incentives we distribute will increase as we attract more users and generate more sales." fades in, highlighting the scalability of Gaze's rewards system.

- **Adaptable and Sustainable**

Cinematic Transition: As the user reaches the final section of this part of the journey, the screen transitions to "Adaptable and Sustainable". The background changes one last time to align with this theme.

Narrative Text: The text "At Gaze, we're always looking ahead. Our flexible model can adapt to changes in our business and the broader market conditions, ensuring we can continue to offer you great rewards and a fantastic shopping experience." appears, emphasizing Gaze's adaptability and sustainability.

Cinematic Transition to Next Section: As the user continues to scroll, the narrative text and visual fade out, and the screen transitions to prepare for the next section of the website. The transition is smooth and seamless, maintaining the cinematic feel of the website.

Founder's Story and Vision:

- **Section Transition:** As the user scrolls down from the Features and Benefits section, the screen transitions into a full-screen background featuring a stylized, abstract representation of a journey or path. This could be a series of interconnected nodes or a winding path, symbolizing the founder's journey.
- **Narrative Text:** The founder's story is presented in a series of short, engaging narrative texts. These texts highlight key moments from the founder's journey:
 - "It all began at a local car dealership, where our founder first recognized the transformative power of e-commerce and social media, leading the business and himself into the digital world..."
 - "His success inspired others to venture into their own businesses, further solidifying our founder's belief in the transformative power of e-commerce and social media..."
 - "Harnessing this power, he and his partner built a successful marketing firm, helping businesses thrive in the digital landscape..."
 - "After selling his marketing firm, our founder identified a persistent problem in the e-commerce industry - a lack of transparency and trust..."
 - "This realization led to the birth of Gaze, a solution designed to bring transparency and ethical practices to the forefront of e-commerce..."

Each text is concise and impactful, drawing the user into the story and the vision behind Gaze.

- **Cinematic Transition to Vision:** As the user continues to scroll, the narrative text fades out, and the screen transitions into a vibrant, futuristic visual representing the vision for Gaze. This could be a 3D render of a globe with interconnected nodes, symbolizing a connected, transparent, and ethical e-commerce landscape.
- **Vision Text:** The vision for Gaze is presented as a powerful, inspiring statement that appears over the futuristic visual. This text could be something like, "At Gaze, we envision a future where e-commerce is transparent, ethical, and empowering for both consumers and businesses."
- **Cinematic Transition to Next Section:** As the user continues to scroll, the vision text and visual fade out, and the screen transitions to prepare for the next section of the website. The transition could be a gradual lightening of the screen, symbolizing the dawn of a new era in e-commerce.

Remember, the goal of this section is to share the founder's story and the vision for Gaze. The use of narrative text and dynamic visuals creates an engaging experience that helps the user understand the passion and commitment behind Gaze and its vision for the future.

Join the Future of E-commerce

- **Section Transition:** As the user scrolls down from the Founder's Story and Vision section, the screen transitions into a bright, inviting backdrop. This could be a vibrant color or a high-resolution image that symbolizes optimism and a fresh start, setting the stage for the call to action.
- **Call to Action Text:** A compelling call to action appears on the screen. This could be something like, "Join the future of e-commerce. Be among the first to experience transparency and trust with Gaze."
- **Sign-Up Form:** A simple, intuitive sign-up form appears on the screen. The form should be easy to fill out, asking only for essential information (e.g., name, email address). This ensures a smooth, hassle-free sign-up process for the user.
- **Incentive Text:** Alongside the sign-up form, a compelling incentive for signing up is presented. This could be something like, "Sign up now for early access and receive a special discount on your first purchase!" This provides an additional motivation for the user to sign up.
- **Cinematic Transition to Next Section:** As the user fills out the form and clicks the "Sign Up" button, the screen transitions to a confirmation message. This could be a simple "Thank you for signing up!" message, or it could include more details about what the user can expect next (e.g., "Look out for a confirmation email in your inbox!").

Remember, the goal of this section is to encourage the user to sign up for early access to the Gaze app. The use of a compelling call to action, a simple sign-up form, and an attractive incentive creates an engaging and motivating experience for the user.

Sprints

Sprint 1: Creative Direction and Concept Development - 1 Week

Creative Director:

- Task 1: Define the creative vision and aesthetic for the website.
- Task 2: Collaborate with the founder and stakeholders to understand the brand, its values, and its goals.
- Task 3: Develop a creative brief that outlines the design direction, key messages, and desired user experience.
- Task 4: Present and discuss the creative brief with the team to ensure everyone is aligned.

Deliverable:

- Creative Brief

Sprint 2: Design and Video Prototype - 2 Weeks

Designer:

- Task 1: Create wireframes for each section of the website, including scroll-triggered animations.
- Task 2: Design high-fidelity mockups based on the wireframes.
- Task 3: Design UI elements for the website (buttons, forms, etc.).
- Task 4: Collaborate with the video editor/ animator to create a visual prototype.

Deliverables:

- High-Fidelity Mockups
- Visual Prototype

Video Editor/Animator:

- Task 1: Create storyboard for the video prototype, including scroll-triggered animations.
- Task 2: Create animations for each section of the website.
- Task 3: Edit and compile animations into a video prototype.
- Task 4: Collaborate with the designer to ensure the video prototype aligns with the design mockups.

Deliverables:

- Video Prototype

Sprint 3: Development - 2 Weeks

Frontend Engineer:

- Task 1: Set up the project with React.js and Next.js.
- Task 2: Build static components based on the design mockups.
- Task 3: Implement scroll-triggered animations using GSAP and Three.js.
- Task 4: Ensure the website is responsive and compatible with all browsers.

Backend Engineer:

- Task 1: Set up the server with Node.js and Express.js.
- Task 2: Set up the database with PostgreSQL.
- Task 3: Implement form handling to store responses in Google Sheets and send notifications to Slack.
- Task 4: Deploy the website on Contabo.

Deliverables:

- Working Website (dependent on QA)

Sprint 4: Testing and Iteration - 2 Weeks

All Team Members:

- Task 1: Conduct thorough testing of the website to identify and fix bugs.
- Task 2: Review the website and make necessary adjustments based on feedback.
- Task 3: Optimize the website for performance and user experience.
- Task 4: Prepare for the website launch.