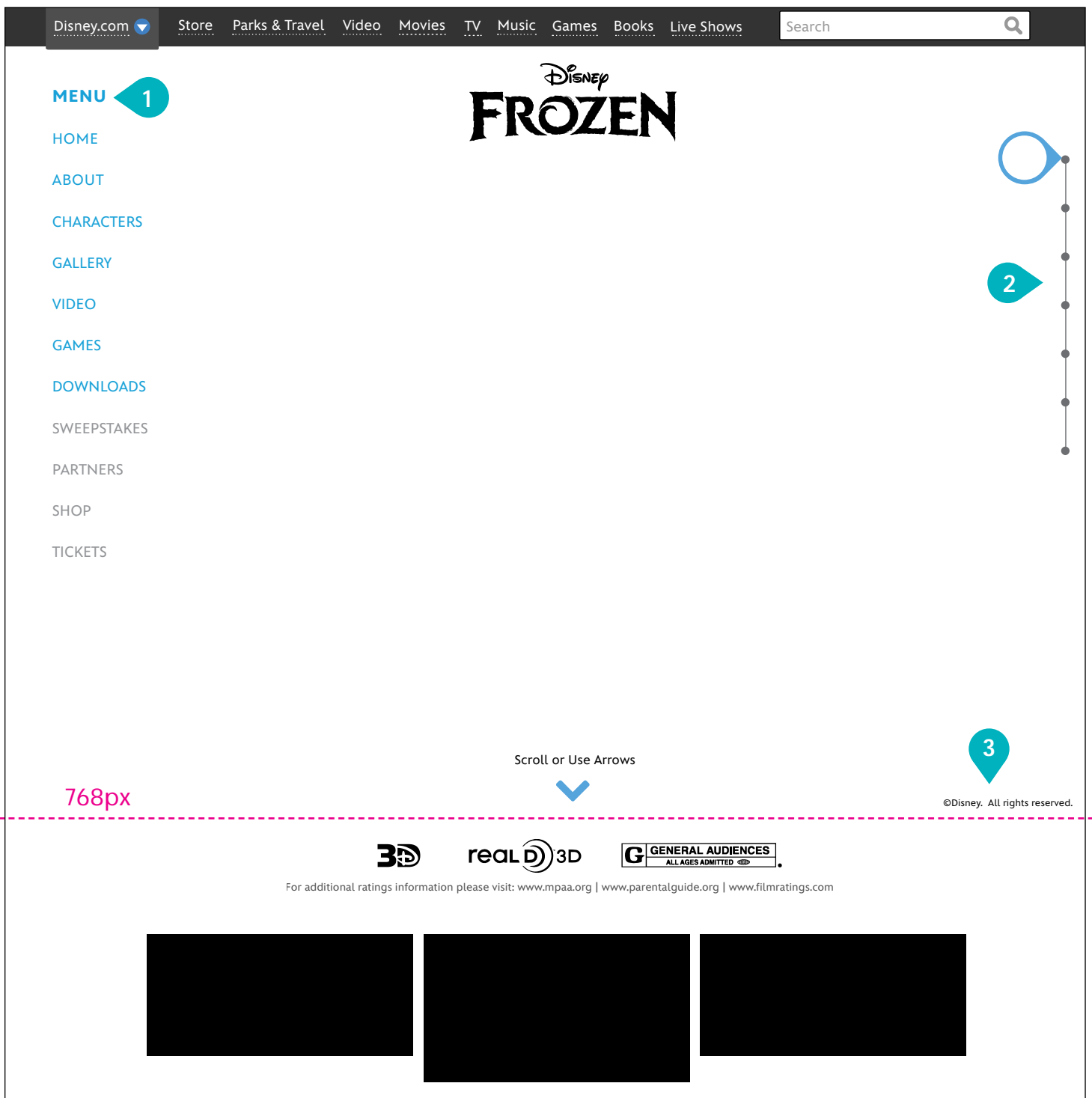
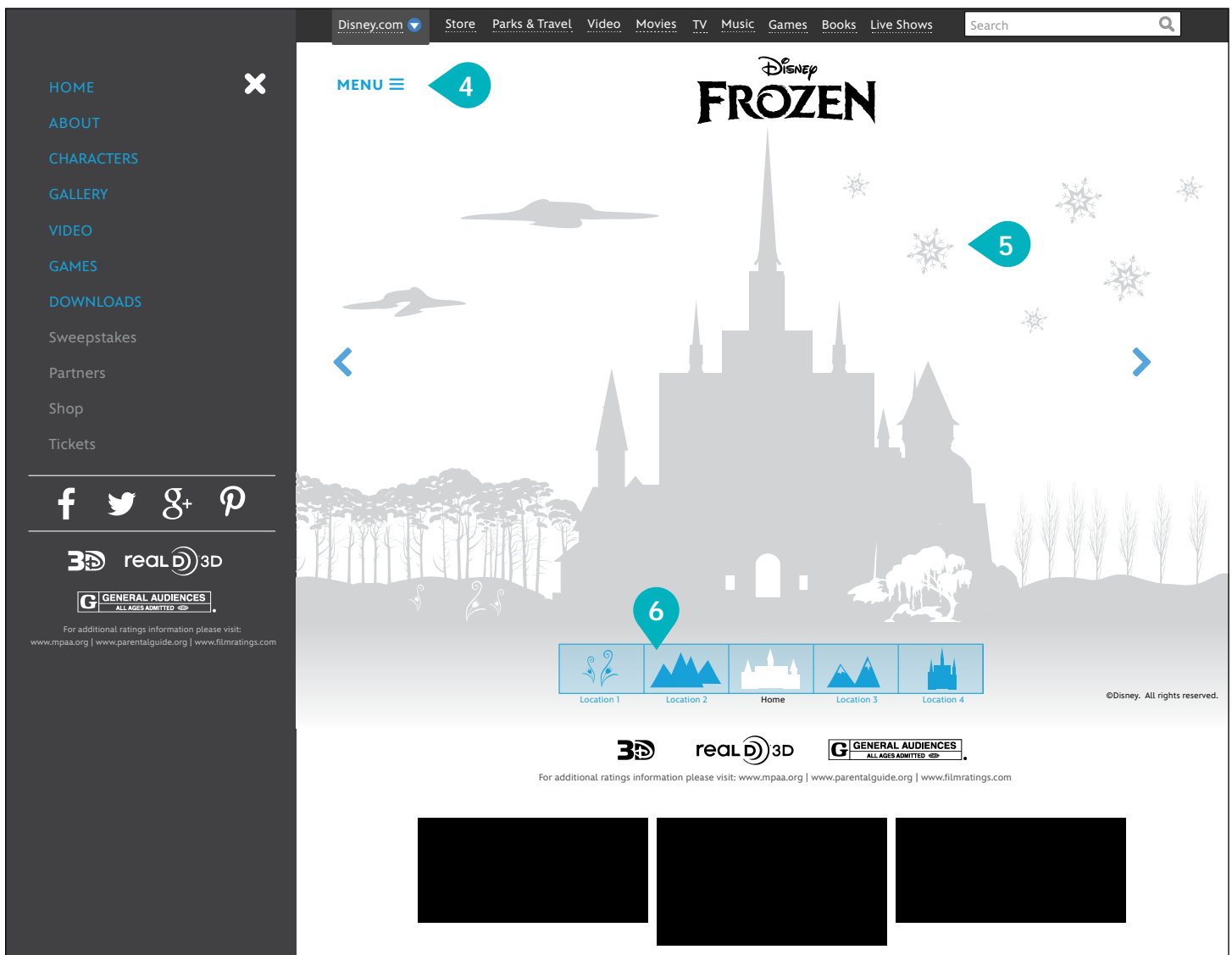




# UX Inspiration and Principles



- 1 Simplified nav, ordered by relevance to user; simplify categories when possible
- 2 If scroll experience is continuous, indicate progress and additional means of navigation  
[World Baking Day](#)  
[Wild Blue Tech](#)  
[Adidas Group](#) (bottom nav)
- 3 Minimize text when possible  
[We're the Millers](#) (credits)  
[The Hunger Games](#) ("hover for legal")

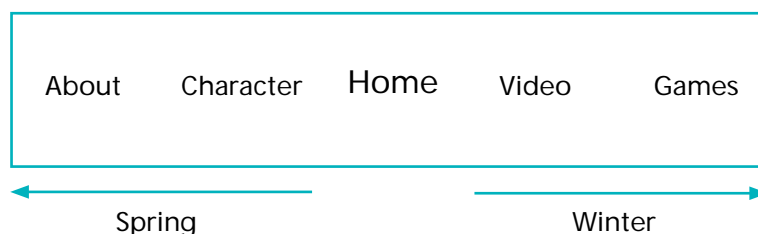


4 Collapsible nav  
Square Space

6 Pictorial Navigation  
Les Dunes de Flandre (panorama art)

5 Concepts:  
Pick character & site is reskinned/themed based on their perspective  
Character experience: Map of land & where characters reside: see their environment

Duality of spring theming when you scroll left, winter when you scroll right



Additional Inspiration:

Wanderio (scroll initiated animation)  
Kick-Ass 2 (full bleed gallery)

Head to Heart (storytelling)