

In preparation for this submission, I decided to redo my wireframes for the sake of coherency and to submit a much more polished and focused set of wireframes.

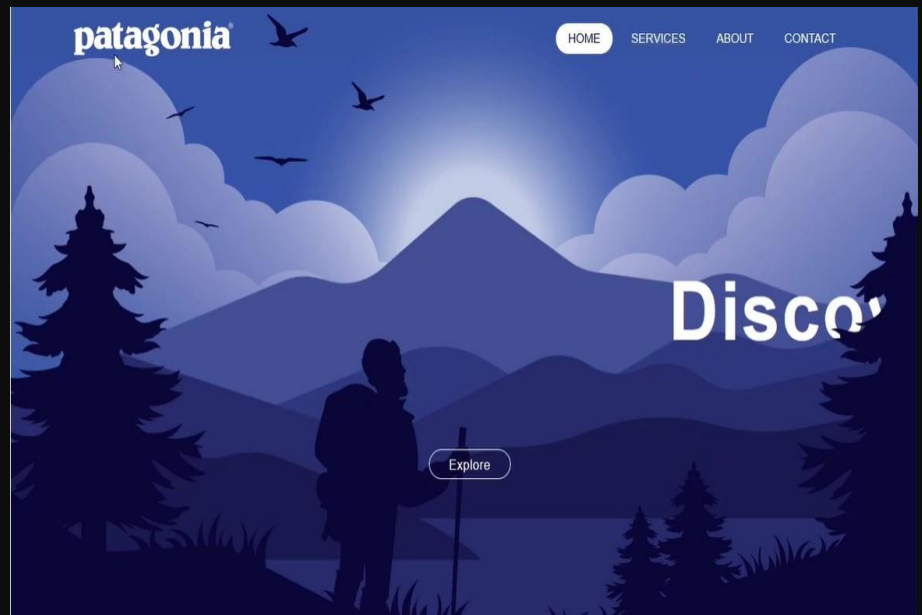
I decided to have these wireframes as pdf documents for two reasons, firstly, I realized my website was already fairly big as it was and the inclusion of more image-based web pages would have been a bit excessive.

Additionally, since this is an archive of the "older" renditions of the

Matrix (my website) I thought it would also be a nice touch to have it as bareboned and dare I say even, incomplete as I could get away with.

The motivation for this wireframe's layout comes from the original tutorial video I watched for the website's parallax effect. The layout, albeit, for a catalogue was sleek and I liked how contained everything was.

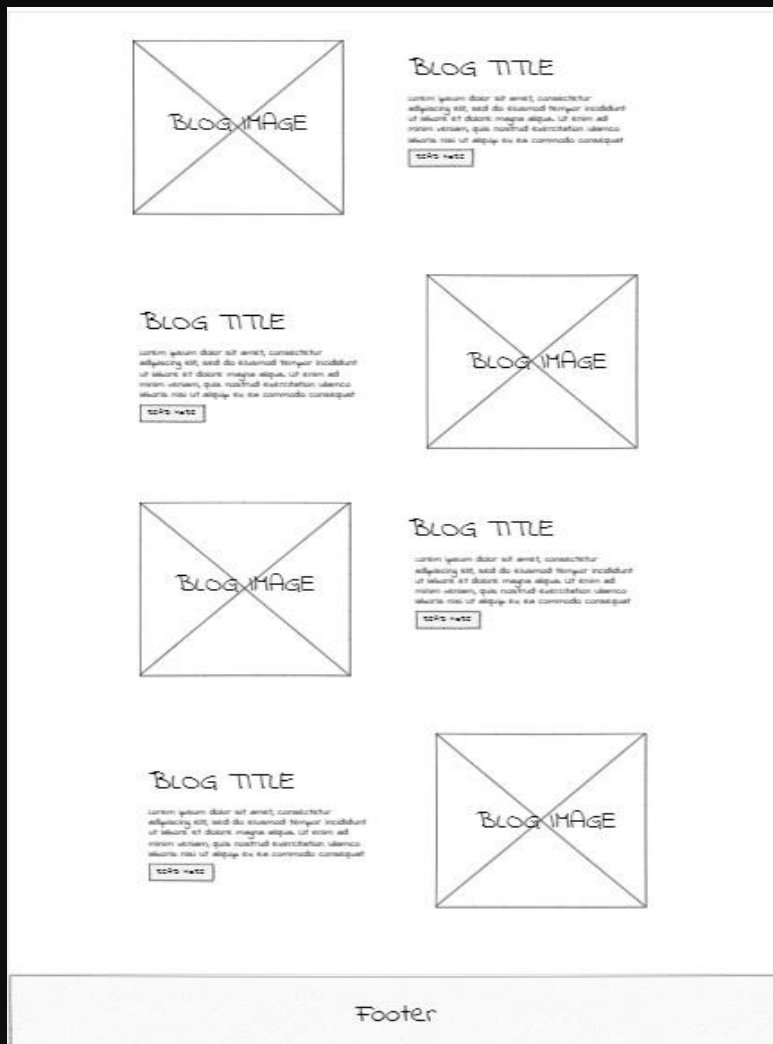
One of the biggest differences, however, was that once a user scrolled down on the Patagonia mock-up website, they would be taken to a catalogue section, whereas with my site for the obvious reason that it is not a marketplace or online store I instead used the layout to have my three most important sections.



Ultimately though, I decided against the use of the three sections and instead gave the user a prompt or CTA (Call To Action) of sorts that would 'grant' them access to

the rest of the website.

I did this because I wanted to immerse the user from the moment they open the page and to create the feeling of the user being able to explore a new experience, in retrospect, however, this was not effectively communicated, and one of the more pressing issues was that the whole gimmick came off as a lazy oversight.



For the blog section, as mentioned prior I was happy using the Patagonia website as a reference so much so I decided to use the website's shopping layout as my blog section's layout.

Although this was the initial planning I had in mind for my site, I changed it midway to make it a bit more fluid. Initially, with this wireframe, the user would click on the button to be taken to the blog post page and read the post.

I felt this layout was slightly disjointed as the home page had a nice bit of dynamism with it and then the blog post page was completely static, it

disrupted the whole rhythm of the site. This informed my decision in making the construct page, a looping video of code falling.



The page is self was very basic and had the most minimal UI one could ask for. It was semi-accidental but also very intentional that the page looked like a digital 'waiting room'.

[Original Creative reflection]

From the get-go I was in a state of confusion, I had almost no idea about what kind of website I wanted to make. The nice part about last semester's submissions was that it was a clear-cut portfolio site so you kinda knew exactly what you were getting into.

The biggest blessing and curse of this assignment was how much creative freedom we were afforded, essentially, we were given the opportunity to create whatever kind of site we wanted, because there was no longer a set of rules or creative restrictions we needed to follow. Naturally, I was stumped for a while, wondering what kind of site I wanted to make and how I was going to integrate the data visualization elements into it. Then one day I was thinking about statistics and my favorite movies crossed my mind, so I thought why not have a data visualization of my favorite movies? Then I wondered how would I even begin to tackle the actual site design. So I initially thought of having it be one of those movie streaming sites, but needless to say, it did not quite feel right.

So I started visiting sites that had a sleek bleeding edge aesthetic to them, ones that looked like they were from the future, and of these, I came across a very particular site...

In the lead-up to the release of Matrix Resurrections, Warner Bros. launched a website, that is arguably one of the coolest things I have ever experienced, the gimmick is that the website reads your computer's date and time and responds to that in real-time, with actual VOICE ACTING. However, that was not necessarily what interested me, what interested me was the overall aesthetic associated with the site. I am a massive fan of The Matrix series so I thought why not build a site that best-encapsulated elements from the film?

Two websites stood out to me in particular, both of which are mock-up designs made by fans trying their luck at designing tie-in websites. The first site was designed by Oti Gutierrez, the site was a bit too bland for the vision I had, but I really liked the UI and the overall design, I think for the purpose of being a marketing website it works, but it feels soulless, as many of these movie tie-in websites tend to be.

<https://dribbble.com/OtiGutierrez>

The second site, designed by Nick Covaleff, demonstrated more lively and colorful aspects, and I wanted to pursue this but overall I wanted my site to be as simple as possible. Last semester much of my aesthetic value was placed in trying to make the colors and the layout as simple as possible, this semester is no different.

<https://dribbble.com/wirel>