The approach I took to the second iteration of the website was a more thematic one, this time I really wanted to hone in on the UX and I figured the best and possibly only way to do that effectively would be through better-structured UI. More importantly, though, the UI needed to be more coherent and consistent throughout the site. One of the first ways I thought of doing this was through simple button layout. Previously in iteration 1, I used the revolving blog-post cards that showed off the red and blue switching buttons (a nod to the infamous choice of The Matrix movies), and then there was no mention of it, so it got me thinking about how someone who knows nothing about the site might perceive it.
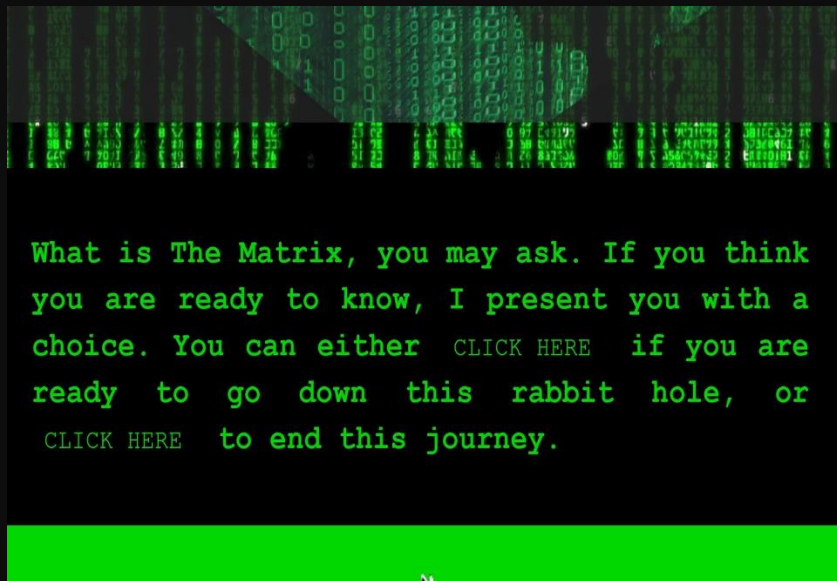

To combat this and find a compromise I thought why not have the user make a decision as they enter the site, to click here or click here? Unfortunately, I was not able to get a screenshot of it but in the above image, both 'click here' options came out red, which ultimately defeated my goal but I thought it was also a nice touch to have both of them in red. Needless to say, though it was largely confusing for anyone who was familiar with the movie and those who weren't.
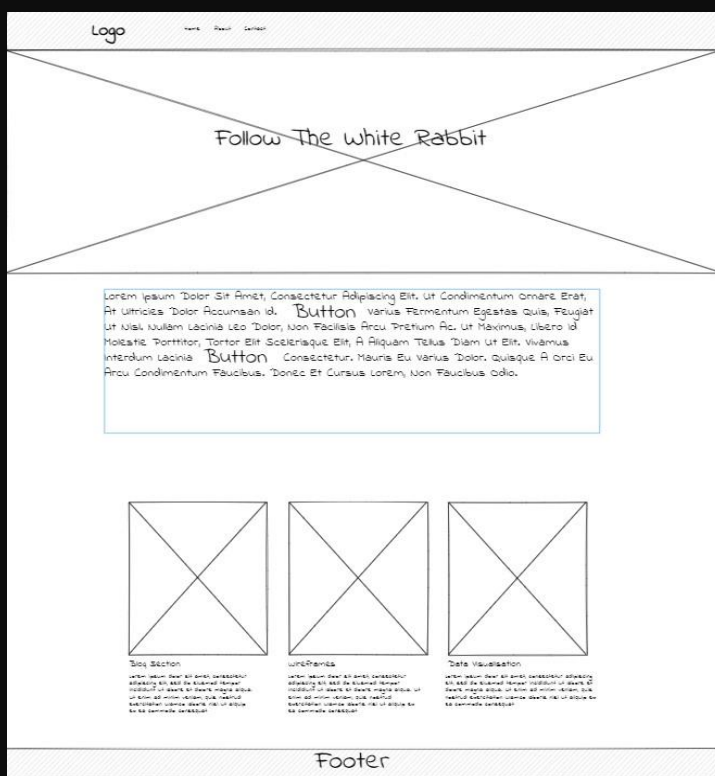

The wireframe is a better point of reference in terms of what I was initially trying to communicate. For the most part, it was the exact same layout as iteration 1, however, the key difference here being instead of a button under the parallax effect, I thought to have the choice embedded in the opening paragraph, so as to introduce any user to the site in a fun way and also create the familiarity of the red and blue UI so that the blog posts did not seem out of place.
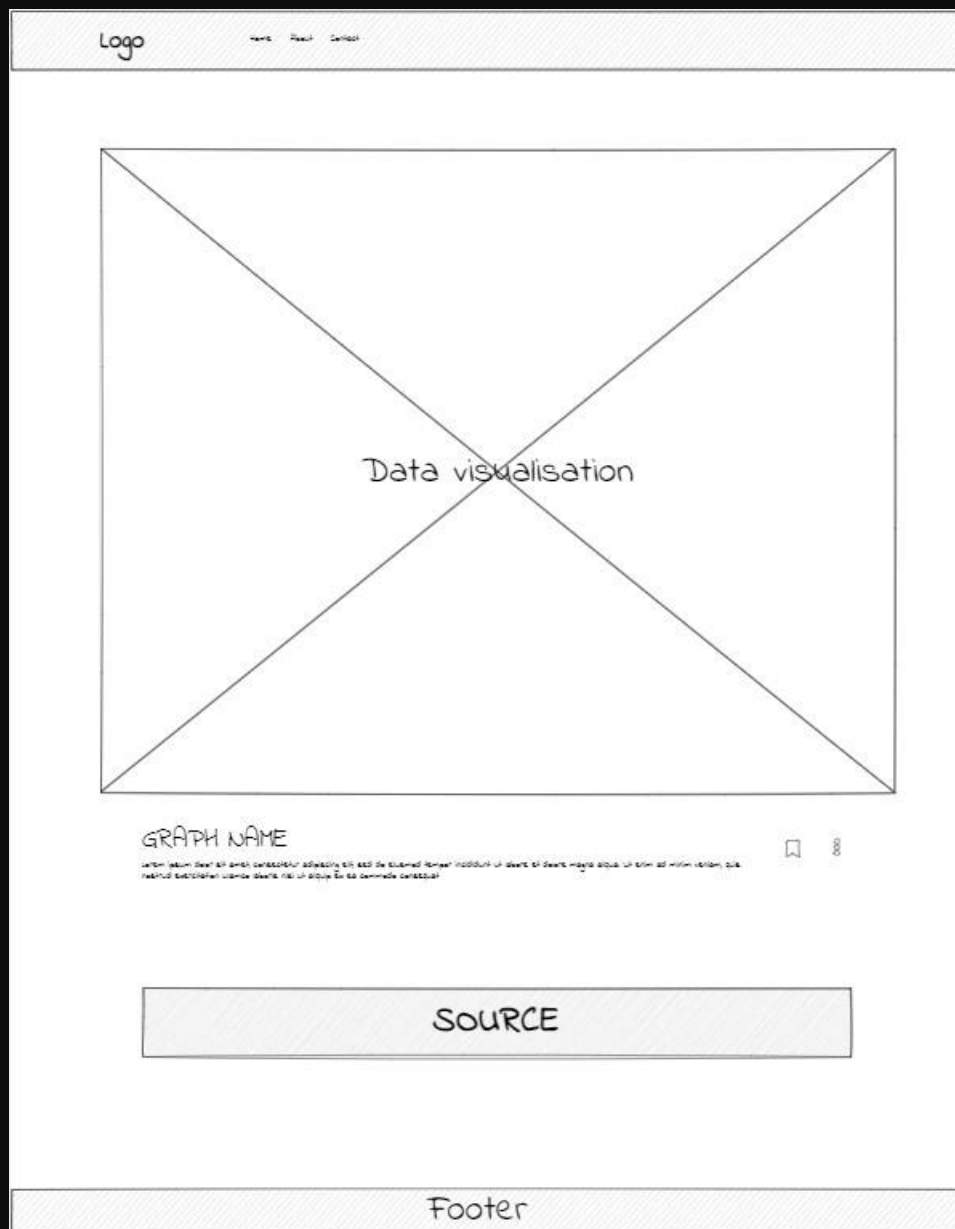
Additionally, for this site, I thought of having the cards be dynamic in that they raise when hovered over, ultimately due to time constraints I was unable to implement this feature.
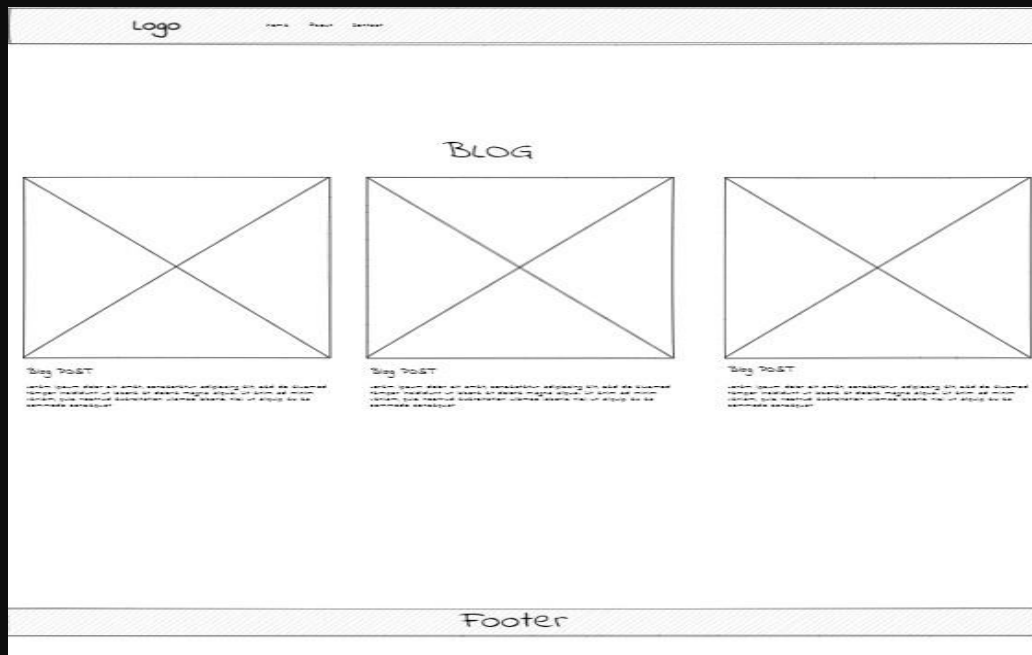
The planning for the rotating blog cards looked like this and as much as I liked the idea, there was always one overarching issue. Even in the planning, I noticed how there was a lot of negative space that populated the page, and for the life of me, I could not think of a way to fill it with something conducive to the site.
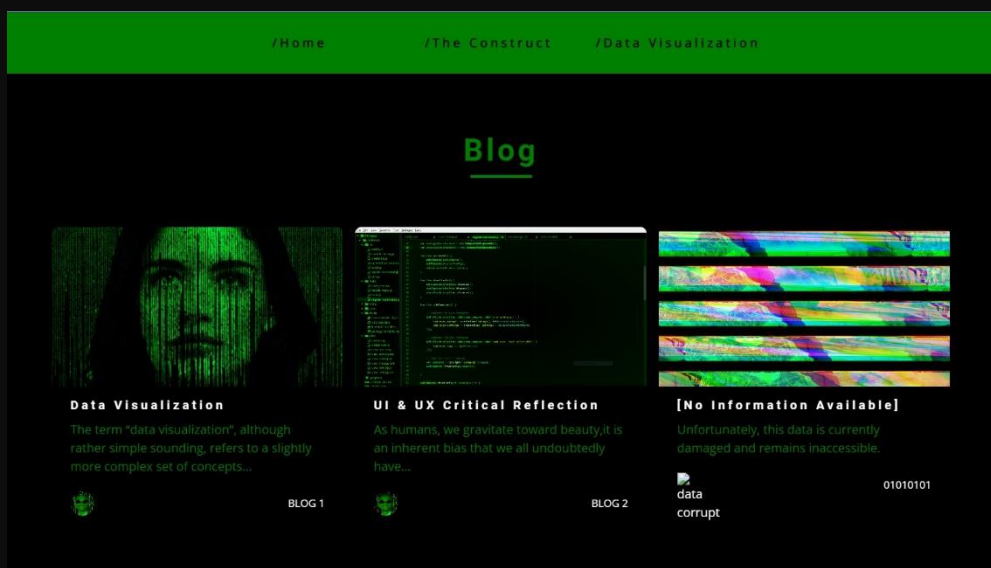
One way I worked around this was the inclusion of a footer and making the navbar a bit bigger than it was supposed to be. Another solution I thought of was having the cards more vertical than they were horizontal. That way it would give the illusion that the space was almost entirely occupied without it feeling too clustered.

Logo   Home   About   Contact

Data visualisation

GRAPH NAME

Lorem ipsum dolor sit amet consectetur adipiscing elit sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip. Ea commodo consequat

SOURCE

Footer

The wireframe for the data visualization was a very quick and basic draft that had what I felt were the most important aspects present. I did not want to make it too overly glamorous because at the time I did not know what I wanted to do for the data visualisation.

So for this submission, I had to cut a few corners and really focus on the most overlying issues, those being the "DIV soups" I have a habit of using and the lack of semantic elements. The second issue that I wanted to address in this submission was the metatags and micro formatting. Then the next order of business was general 'quality-of-life improvements such as editing fonts, color schemes, and dynamic animations.
Another aspect I had to reconsider was making things a lot more ordered, structured, and most importantly, consistent. In terms of the colors and overall layout, I wanted to really commit to the whole Matrix theme. So to do so I wanted to make things look exactly how a Matrix website would be styled, and so I had to consider how best to design the website around the aesthetics of the Matrix while in-keeping with the conventions of modern websites.

As an interesting side-note, the two screenshots are taken directly from the official Matrix website released in 1999, as a marketing tool to get people to answer the age-old question, "What is The Matrix?". Digression aside, one thing I really considered here was the use of fonts and colors and how these create certain feelings with the audience. Initially, upon getting feedback from my peers and tutors I identified one prevalent issue, the color, or rather lack thereof. So for this submission, I was tempted to change the color scheme completely and opt for colors that weren't as high contrast.

However I decided against this as doing away with the iconic green and black duo just did not feel right, and more importantly, it change the entire aesthetic and feeling of the site, moving it from a mysterious, intriguing piece to something more generic and making it look like a WIX template more than anything else. So I decided to keep the color scheme and instead work on refining the consistency across the site. One of the aspects I decided to really emphasize more was the use of reds and blues, red more so. Thematically it ties into the movie (red pill or blue pill) but on a design and somewhat technical level, it also relates to a subversion of sorts. Traditionally red is seen as hazardous or something to steer away from, here, I decided why not make use of this idea and integrate it into my site so it functions as the direct opposite. So instead of blue being used as the button for accessing the site, it is used here as a button for exiting, much like how the blue pill is an "exit" to the matrix One of the aspects that I was not able to address with this submission was the issue of embedded stylesheets, due to time constraints I wanted to prioritize what I felt to be the most important issues.
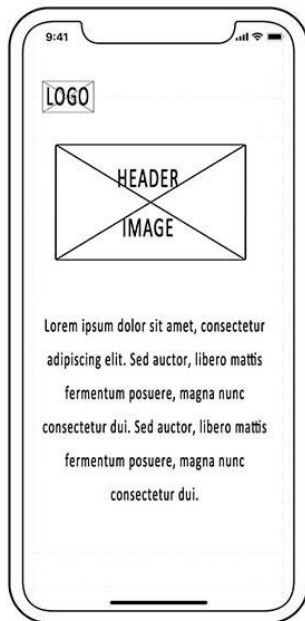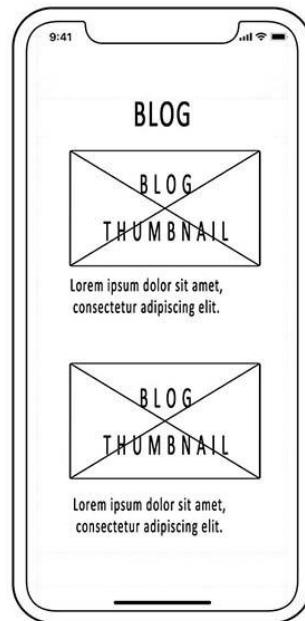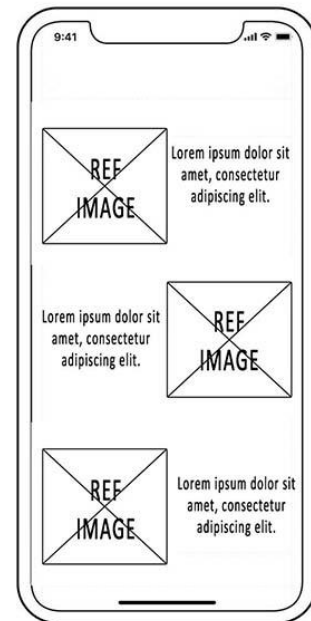
HOMEPAGE   BLOGPAGE   STYLEGUIDE

Pictured above is the mock-up idea I had for the mobile version of the site, fairly self-explanatory. Although worth noting is the fact that as of yet I have no idea how on earth I am going to get the embedded video to resize on mobile, a problem for next time I suppose?

Pictured right, is the Wireframe for the homepage. One of the features that unfortunately did not make the final product was the inclusion of two buttons that appeared as a blue pill and red pill respectively and with the accompanying choice of allowing the user to choose which one. Much like the official Matrix website, implementing this feature became a lot more tedious than my patience could handle. Additionally, I decided to rather have text, so as to mitigate any confusion with users that aren't as familiar with the movie.
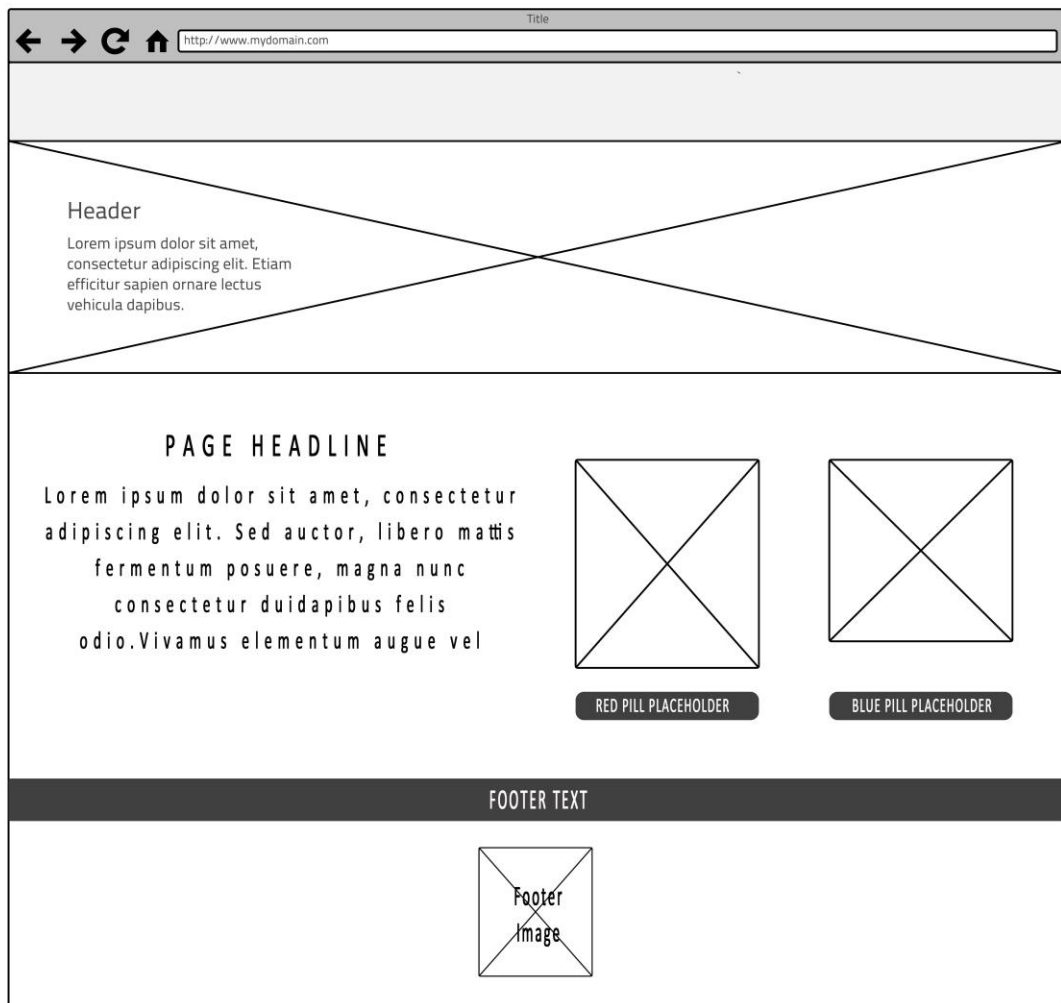
In terms of the homepage design, another aspect I retained from the original was the clickable bunny that led to the official Matrix website. I thought its initial appearance was a nice touch to the entire rabbit hole-esque feeling of the website, another aspect I want to explore going forward is making more clickable links and dynamic redirects away from my site and into the vastness of the internet.
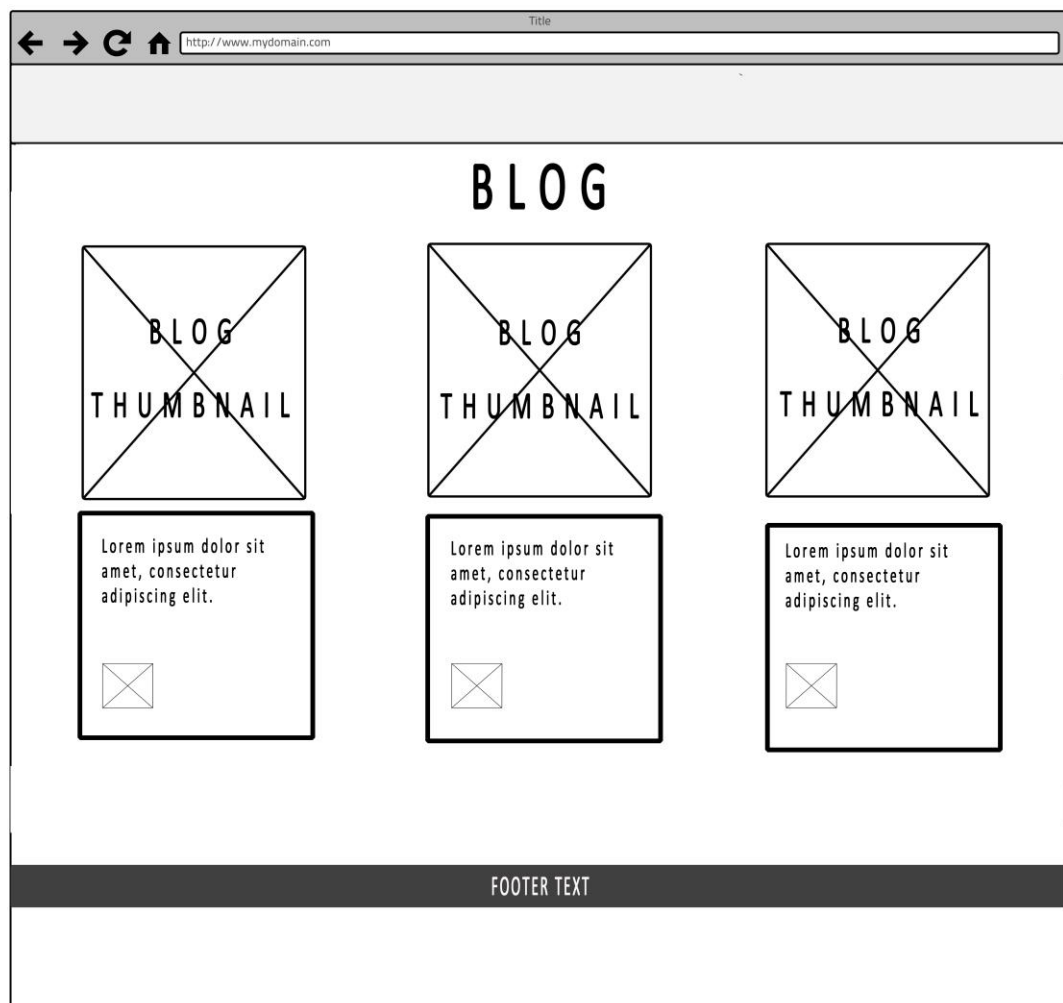
In terms of changing the layout for this page, I decided that the basic design was pretty solid, intuitive, and overall visually appealing. So I did not change much in the way of the layout and instead focused on tweaking little design functionality. The initial design thus remained the same for the most part. Due to how useful it was in the first place. Going forward I do want to investigate better ways of optimizing the load times and the rotation of the blog cards as sometimes, I notice they lag or will rotate twice. Additionally, I would also like to explore a possible variation in terms of the blog's general layout, don't get me wrong I think it is fantastic as is, but it can and should always be better. So one thing I have in mind is looking into a more responsive design for the blog cards and maybe even changing up the layout, and color scheme I think works perfectly.