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MANTIS IN PANTIS

Interactive Website
Competitive Analysis

While for some time I thought my project was more fit to be an interactive CD-ROM game, I realized it is more fit to become an extremely interactive promotional website. The following is a competitive analysis of movie websites.

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I. The Corpse Bride Website

The movie website The Corpse Bride is highly interactive, but simple to use. It uses sound to create environments, and smooth visual transitions. It also include hidden "levels" that after the user does some previous interaction with the environment, he is able to unlock special content.

Characters can be seen in the background, yet accessed through the banner on the left.

Secret location unlocked with downloadable IM icon images.

In the tavern, there's a clear example of hidden easter eggs. On the wall, we can see the "watch trailer" sign, followed by sinister eyes once the mouse rolls over it.

before rolling over.

after rolling over.

II. The Chronicles of Narnia Website

The website for The Chronicles of Narnia is highly confusing because it is quite vast, and includes special features that can only be accessed by members. It excludes the everyday viewer who just wishes to go to get "pumped up" into seeing the movie.

There are two ways of navigating this website. Both are orbs you roll over and expose more options after you do.


Like in The Corpse Bride, information is presented in the shape of a book.

In Narnia, the user can play a mini game that consists of two parts. In the first part, the user needs to find all the pieces of a magical flute, and in the second part the user attempts to play the flute as instructed.

A very good idea for a mini game is "Find Tumnu's Flute." It definitively adds to the experience in Narnia because everyone loves to search for lost objects. I could have the user find all the mantis' pantis.
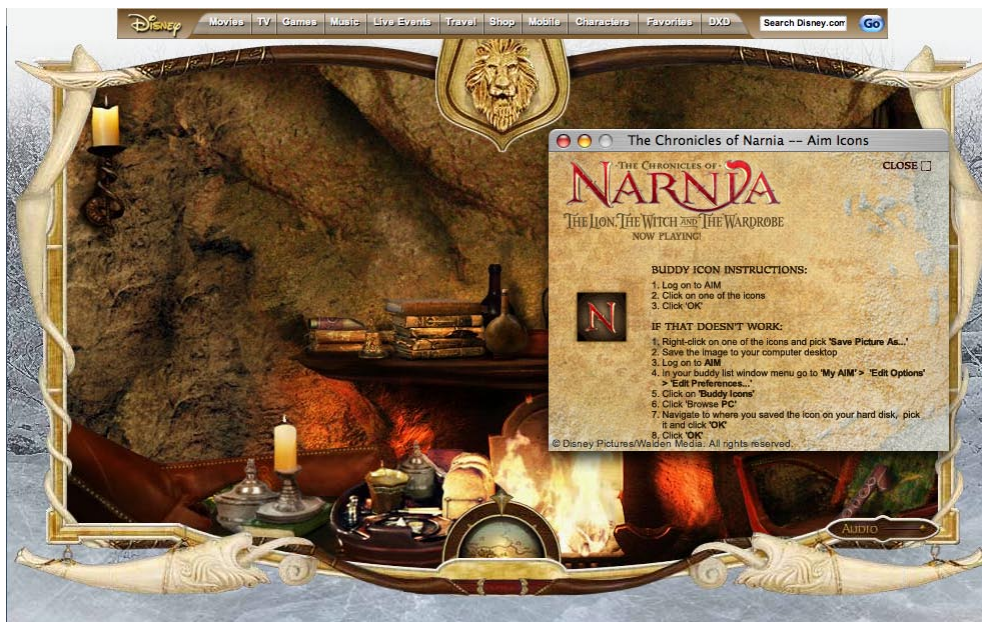
Many of the objects encountered, can be turned into an IM icon, but it is presented in such a disorderly fashion, and the pop-up window takes away the suspension of disbelief.

When the user clicks on the orb at the bottom of the screen, he is taken to a map that allows him to jump from world to world. This in fact is just a glorified site map that also serves as a navigation menu.

Sometimes small video clips can be seen inside one of the orbs. These videos though aren't long enough, and they don't seem to display vital moments.

III. Ratatouille Website

The movie website for Ratatouille is the one that looks more like a regular website out of all 3 websites studied in this report. Instead of using a navigation with real objects, it uses simple buttons. The content though, is fantastic; and it includes the best mini games in a website and the most interesting podcasts.

A brilliant, yet simple game that allows the user to identify with the characters, is the "What character are you?" Quiz. My result is Colette, which for some reason it really thrilled me.

Downloads can be accessed through a regular menu, and also through hidden easter eggs. The "back" button is not too flatter-ing though, maybe it would have been better to only use the "x" button to indicate the window can be closed.

My favorite feature in the Ratatouille website is the videos. Why? Because it has many, and they are well organized. There are categories and subcategories. They include everything from trailers, to documentaies.

A cute mini game is Rat N' Roll. Basically it is a Ratatouille pinball game. I think that, as nice as it is, it would be better if a window didn't have to pop up in such a violent way to display the game.

Conclusions

The previous websites have helped me realize what I wish to do. I wish to do something more simple, that includes more skits, and animated content.

All these movie websites have one thing in common, they offer fun downloads, such as: wallpapers, screensavers, picture galleries, and IM icons. I feel that, if my website includes this downloadable media, it is going to be more clear who the mantis are, and what this website is... a movie website.

From the mini games, I liked the best the "What Character Are You" Quiz. I wish to stick also with my original thought of having a psychic reading at the Tarot Institute. I also wish to have the user find the pantis all over the Silicon City.