

Meeting Transcription/Notes- 10/29

Purpose & Vision

- Inspiration came from curiosity about the history and engineering of the machine.
- Goal: explore an in-depth look at an everyday, highly engineered object not often considered complex.
- Visual and conceptual inspiration drawn from “How It’s Made”—style behind-the-scenes analysis.

Design & Aesthetic Direction

- Visual style inspired by:
 - The machine’s interface — bubbles representing drink flavors/sub-flavors.
 - The Coca-Cola wave and liquid motion motifs.
- Intended aesthetic: playful, fluid, and modular, reflecting customization and variety.
- Color palette influenced by the machine’s vibrant reds, pinks, and purples.
- Overall tone: fun, exploratory, and technically curious.

Website Structure / Content Plan

- Homepage: general overview and introduction to the Freestyle machine concept.
- Design Page: focus on visual and mechanical design.
- History Page: summarize historical development and implementation.
- Flavors Page: centerpiece of the site — interactive and playful.
 - Mimics the Freestyle panel with flavor “bubbles.”

- Clicking on a main drink (e.g., Sprite, Coke) expands to show sub-flavors.
- Sub-flavors appear visually but are not clickable, meant to just be an interactive visual experience.

Technical & Content Notes

- Include a technical background section on how the machine works.
- Use concise historical info (e.g., key wiki paragraphs).
- Coding challenge noted for the interactive “flavors” panel; flexibility emphasized—should not feel pressured to perfectly recreate complex functionality.

Tone & Narrative

- Website should feel narrative-driven — guiding users through discovery.
- Combination of educational (technical + historical) and playful (interactive visual) elements.