

THE MUSEUM OF SOUL



Submission 2 Dynamic Web Design

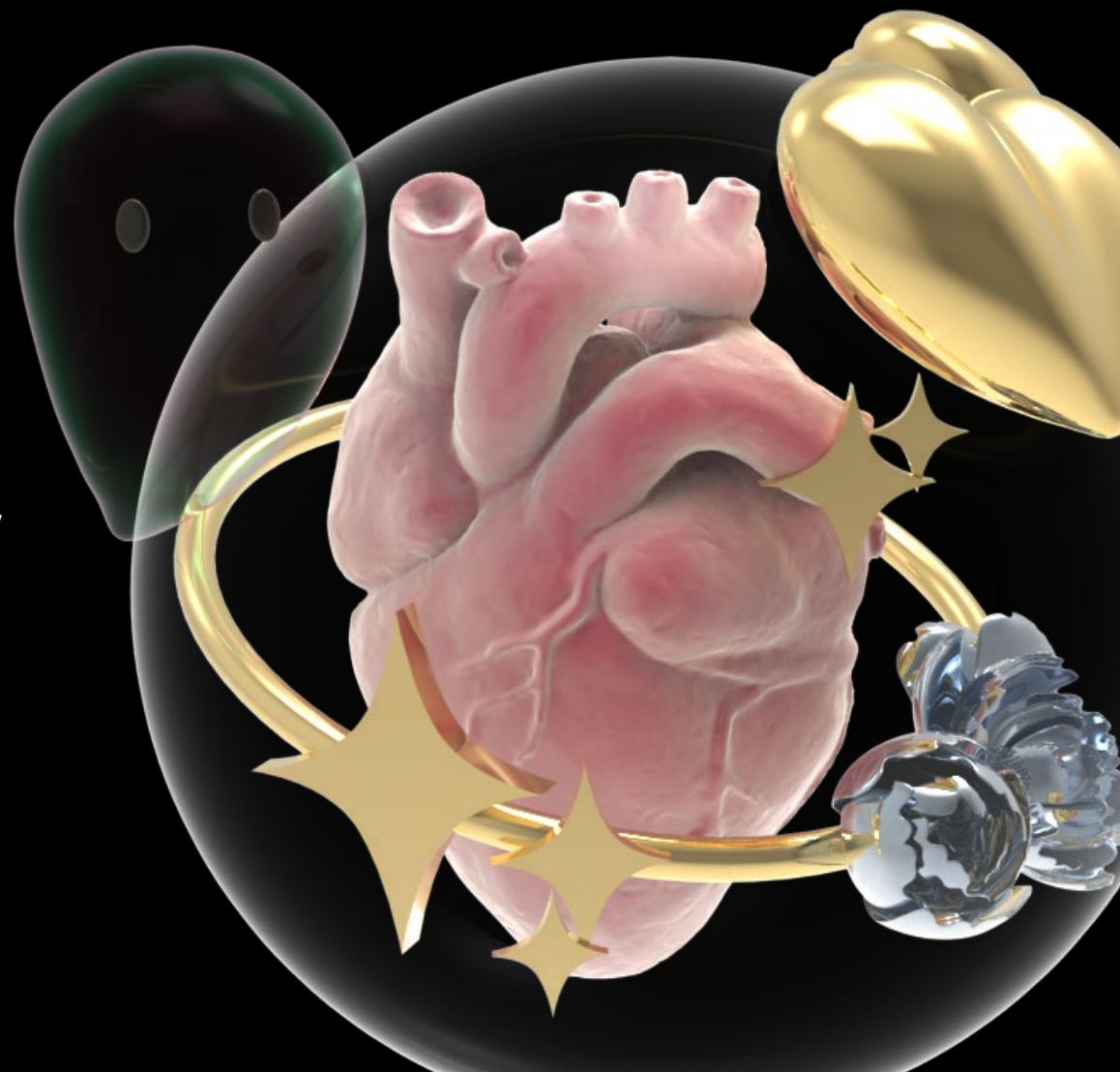
s2403848 Xiaotong Huang
s2307928 Elsa Krisantana
s2465077 Debbie Poon

Website Link: <https://dpoon.edinburgh.domains/Museum-of-Soul/>

Screencast Link: https://media.ed.ac.uk/media/DWD_Babybus_Submission2_Screencast/1_y2x8xcdh



THE UNIVERSITY of EDINBURGH
Edinburgh College of Art



◆ Design Concept Update

Aim of Website & About MOS

The MOS's original intention was to engage the public in an entertaining way to learn about artworks and the meaning behind them. Every work of art is the condensed effort of the artists and the epitome of their souls, which is also the origin of the name of our website.

What is the Innovative

Users can explore the corresponding artists and their works according to the MBTI type, and attract users through the similarity with the artists' personalities.

Target User

1. Users who are interested in art and try to create
2. Users who are interested in MBTI
3. Users who do not understand art but want to learn more

Artwork Recommendation Mechanism

The website recommends different artworks to users through MBTI and psychometric tests to increase their interest in artworks. Of course, works of art not only express beautiful and positive things, but also have artistic themes that are about negative and negative things, which is why we choose psychological test scores to recommend works.

Section Design

The entire site is divided into four main sections.

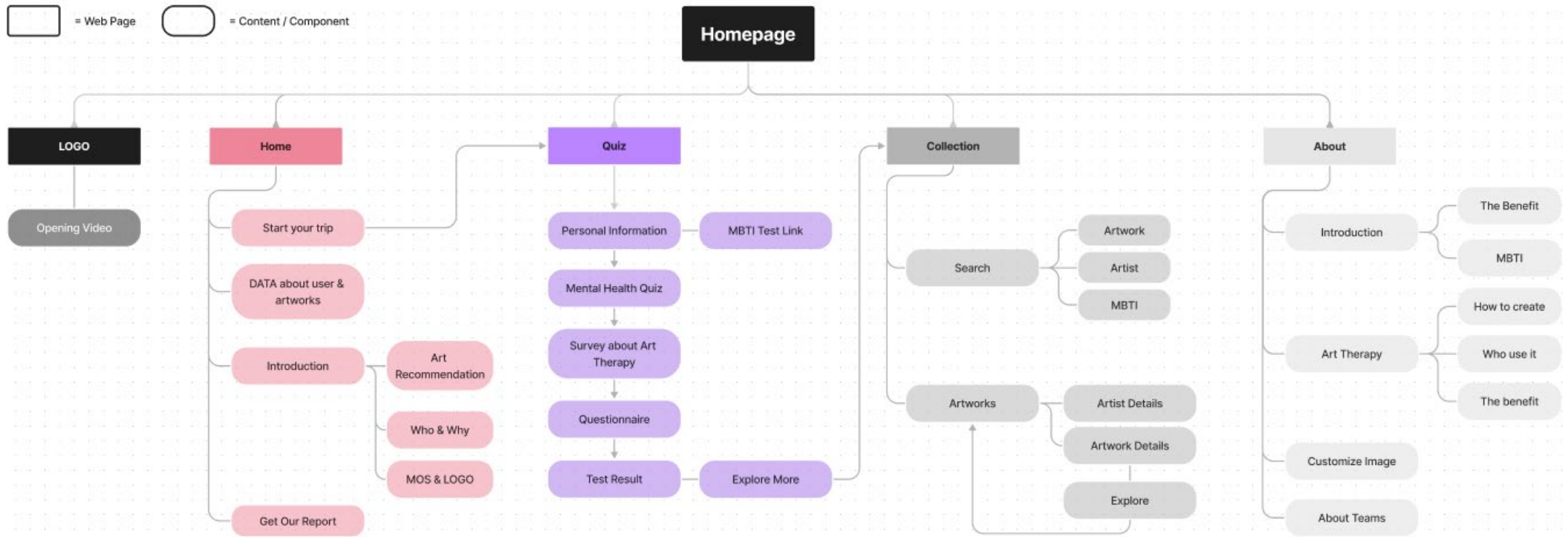
Introduction to MOS: Introduce the principles, benefits of art recommendation, who uses it, the story of MOS and the LOGO.

Art&Mental Health Questionnaire: Randomly recommend artwork or artists through MBTI and questions based on users' mental health degree

Art Collection: A collection of artworks. Sort by artist, artwork name and MBTI 16 Personality.

About: Instruct user how to create art. Also provide customize artwork function for novice users who are having trouble getting started.

◆ New Crud Mindmapping



◆ User Journey Map



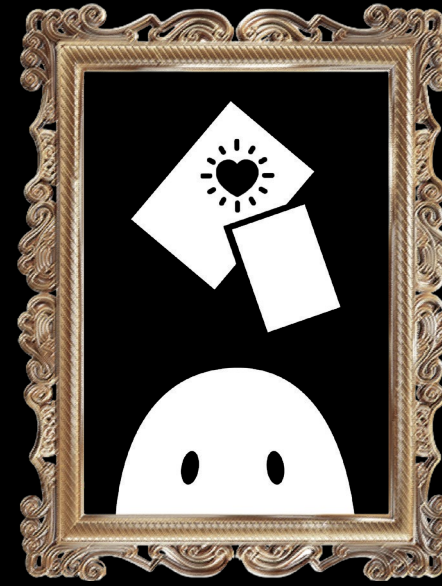
◆ Icon Design



About MOS



Team Member Design



Cat

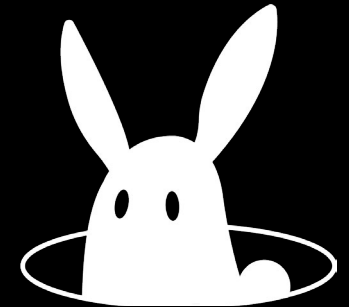
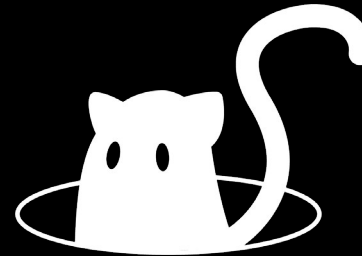
Back to Top



Penguin



Rabbit



Three illustrations of how to create part, in order to make the distinction from other parts use the oil painting frame.

The button to return to the top is a ghost lying in the lower right corner of the window.

Icons for team members are based on each member's favorite animal.

◆ Home Banner Design



In order not to block other information on the page, the images are mostly in the lower right corner of the page. The hourglass in the banner means to go back in time, and the ghost in MOS will lead visitors into the world of artworks. Lock and key means that MOS is guarded by ghosts. All banners are micro-animated to add more detail without distracting the user.

◆ Collection Banner Design



The collection part corresponds to the oil painting collection of the museum, so the elements of the classical frame are used; and the ghost is the soul of the painting, so it is in the middle of the frame.

◆ About Banner Design



The About section is about creation, so the banner is some painting materials: palette, brush, drawing paper

◆ Opening Video Design



The opening animation is about four seconds in total, it adopts black and white graphic animation.

The first scene is the animation of the MOS logo quickly shrinking and zooming in.



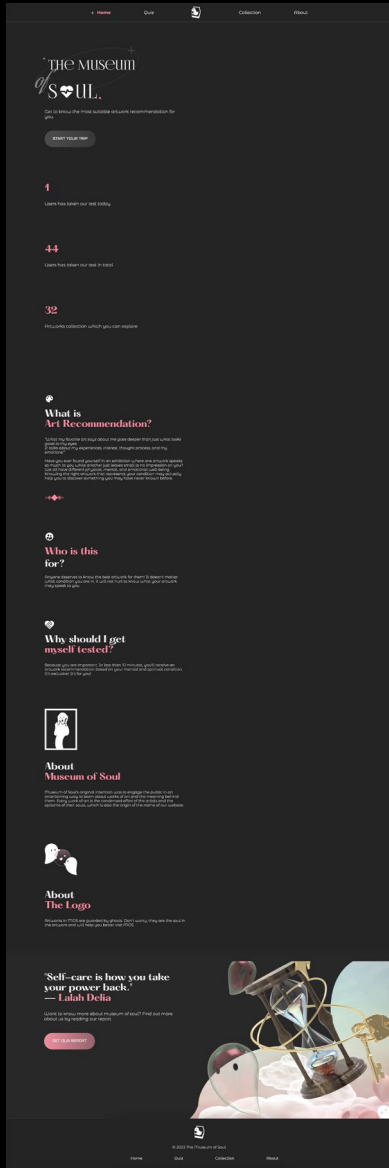
The second act is the full name of MOS, and the effect of liquid melting is added.



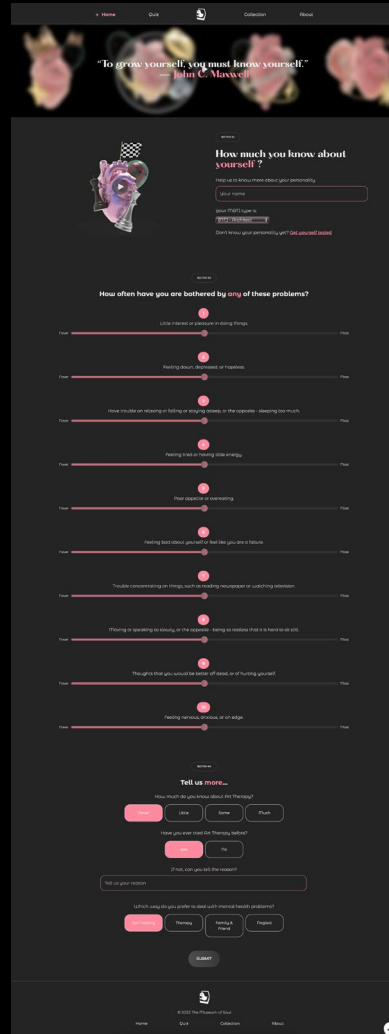
The third act, the black liquid splashes and covers the name, the whole screen turns black, and then enters the homepage of the website.

Final UI Design

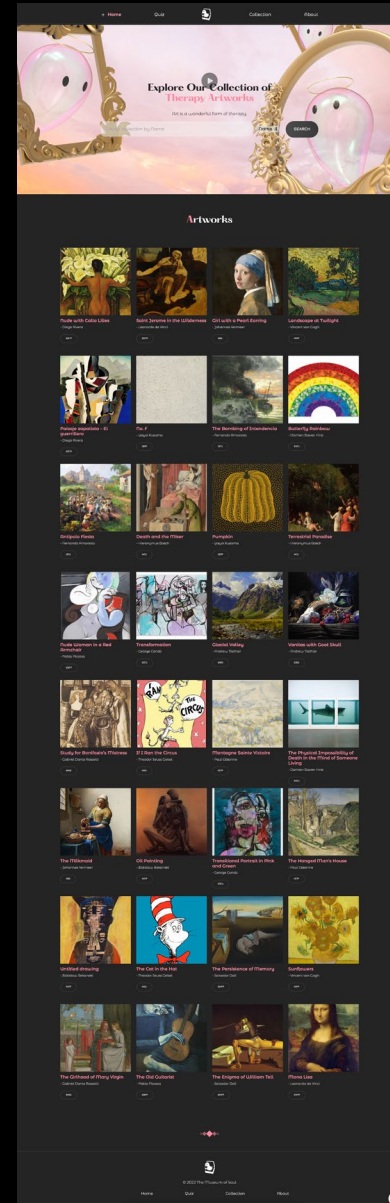
Home Page



Quiz Page



Collection Page



About Page



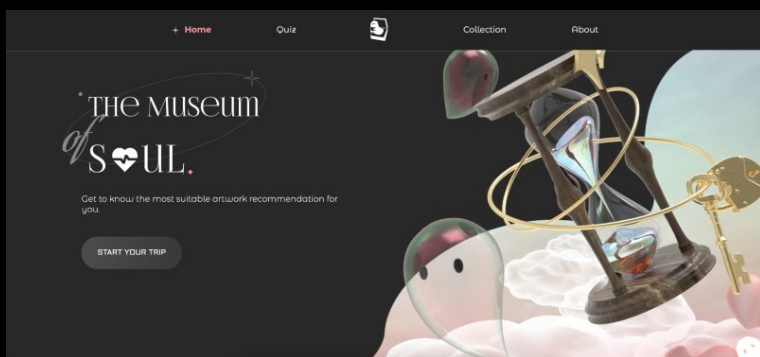
◆ Frontend Design

Loading.html



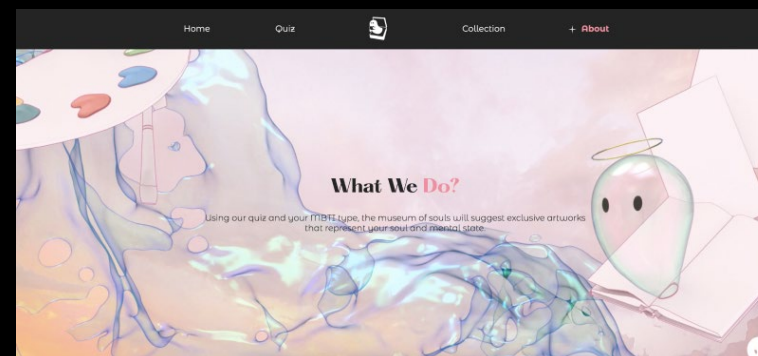
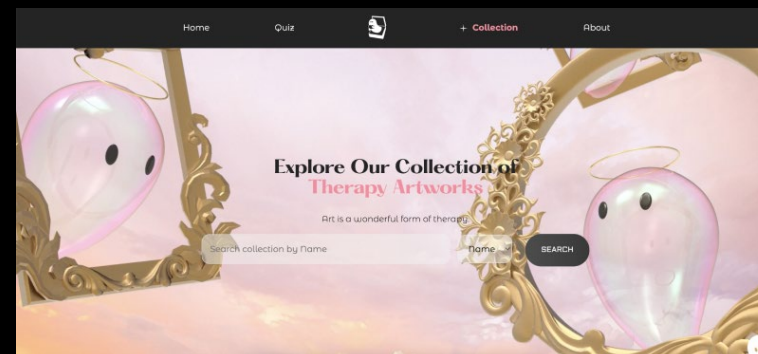
Opening/Loading Video

Before being directed to the homepage, website visitors will be directed to the loading page. As soon as the video is complete on this loading page, the user will be directed automatically to the home page of the website. However, it must be uncomfortable for people who have visited this website many times since they have to watch the opening video over and over again. That's why we provide a skip button placed on the right corner of the page so the user can skip the video when they want to. The user can access the loading page again by clicking the logo on the navbar.



Home Video Background

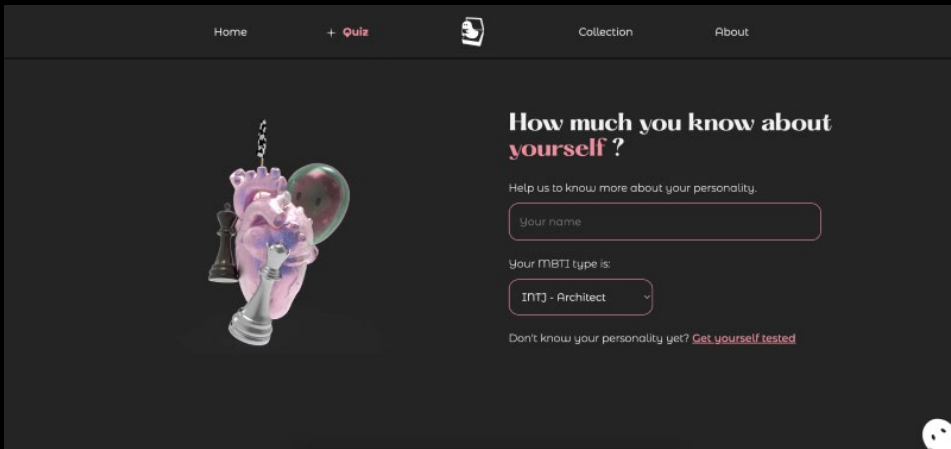
On the homepage, we have a looping video. The background video has a fixed position while the content appears and disappears as the user scrolls.



Quiz, Collection, About Video Banner

On the top of the quiz, collection and about page, there are looping video banners. The CSS code for this part is made based on code found in the reference link below.

Source : <https://stackoverflow.com/questions/10422105/add-text-above-html5-video>



```
function mbtichange() {
  if ($('#MBTI-type option:selected').text() == "INTJ - Architect") {
    $('#mbti-selected-type').text('INTJ');
    $('#mbti-title').text('The Logician');
    $('#mbti-subtitle').text('Imaginative and strategic thinker, with a plan for everything.');
```

```
    $('#mbti-content').text('An Architect (INTJ) is a person with the Introverted, Intuitive, Thinking, and Judging personality traits. These thoughtful tacticians love perfecting the details of life, applying creativity and rationality to everything they do. Their inner world is often a private, complex one.');
```

```
    $('#mbti-image video source').attr('src', 'img/MBTI_Video/INTJ.mp4');
```

```
  }
  else if ($('#MBTI-type option:selected').text() == "INTP - Logician") {
    $('#mbti-selected-type').text('INTP');
```

```
    $('#mbti-title').text('The Logician');
```

```
    $('#mbti-subtitle').text('Innovative inventor with unquenchable thirst for knowledge.');
```

```
    $('#mbti-content').text('A Logician (INTP) is someone with the Introverted, Intuitive, Thinking, and Prospecting personality traits. These flexible thinkers enjoy taking an unconventional approach to many aspects of life. They often seek out unlikely paths, mixing willingness to experiment with personal creativity.');
```

```
    $('#mbti-image source').attr('src', 'img/MBTI_Video/INTP.mp4');
```

```
  }
  else if ($('#MBTI-type option:selected').text() == "ENTJ - Commander") {
    $('#mbti-selected-type').text('ENTJ');
```

```
    $('#mbti-title').text('The Commander');
```

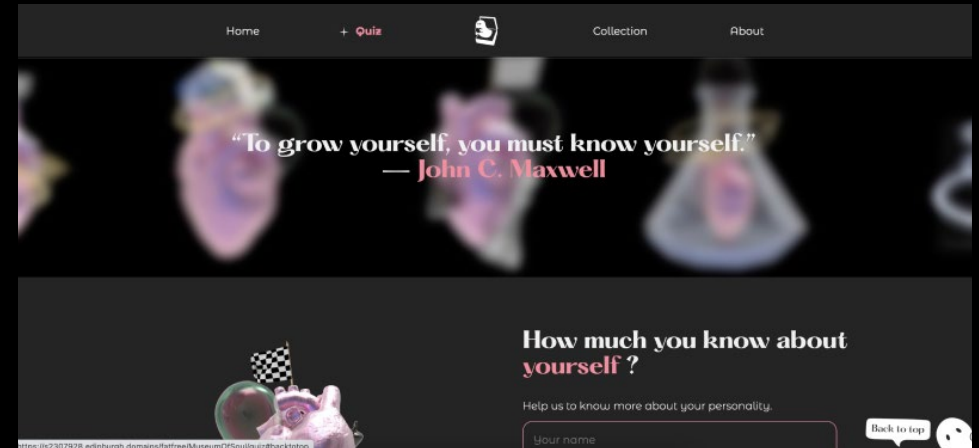
```
    $('#mbti-subtitle').text('Bold, imaginative, and strong willed leader.');
```

```
    $('#mbti-content').text('A Commander (ENTJ) is someone with the Extraverted, Intuitive, Thinking, and Judging personality traits. They are decisive people who love momentum and accomplishment. They gather information to construct their creative visions but rarely hesitate for long before acting on them.');
```

MBTI Video

There are 2 MBTI parts on this website. One is on the quiz page and another on the about page. There is a looping video of each MBTI type represented in 3D in both of these parts. The video will automatically change using JavaScript whenever the user chooses a different MBTI type in the MBTI combo box.

Layout.html

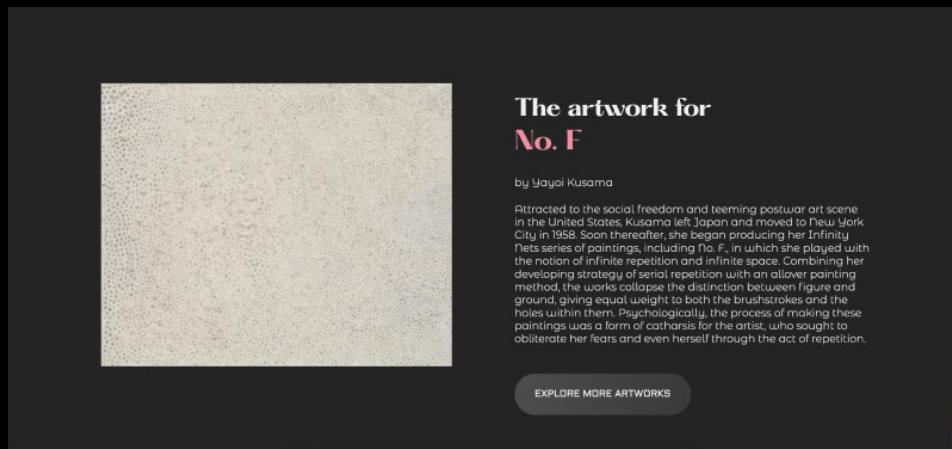
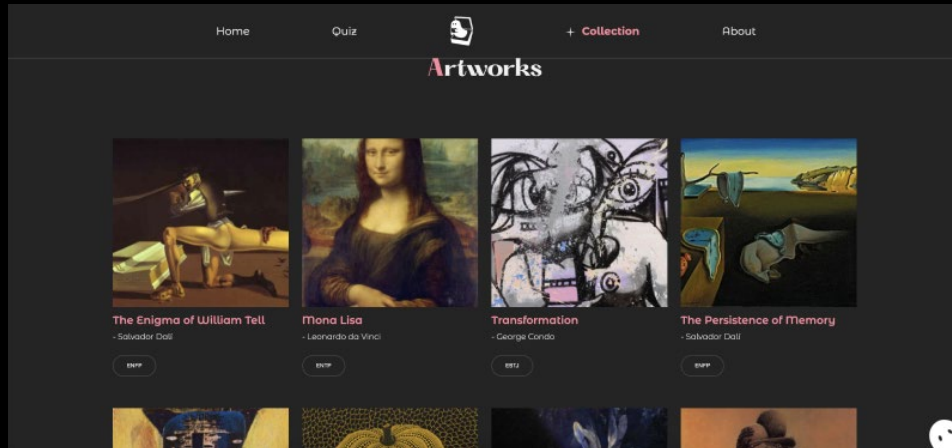


Slider

Back to Top Button

In order to make the user experience better, we made a back to the top button which has a fixed position and can be found on every page. Users can click this button whenever they want to return to the top of the page.

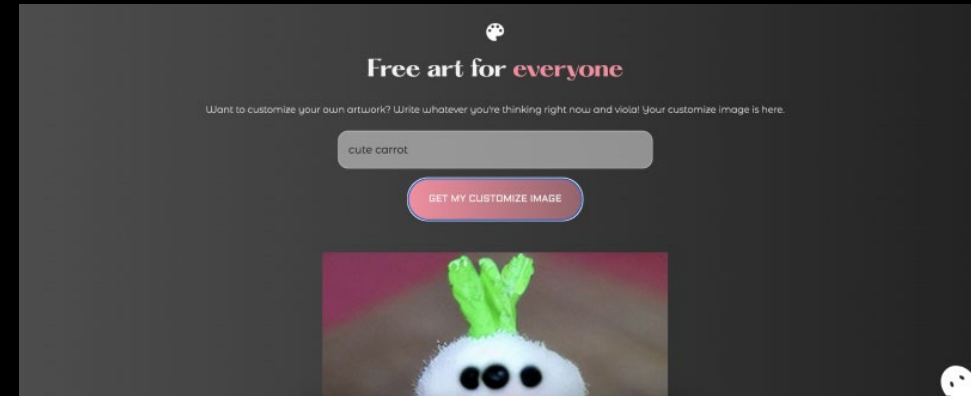
Collection.html



Art Display

In the collection, we made it possible to click on artworks. User can click the image or the title to see the art detail on another page or tap the artist text to see artist detail on another page.

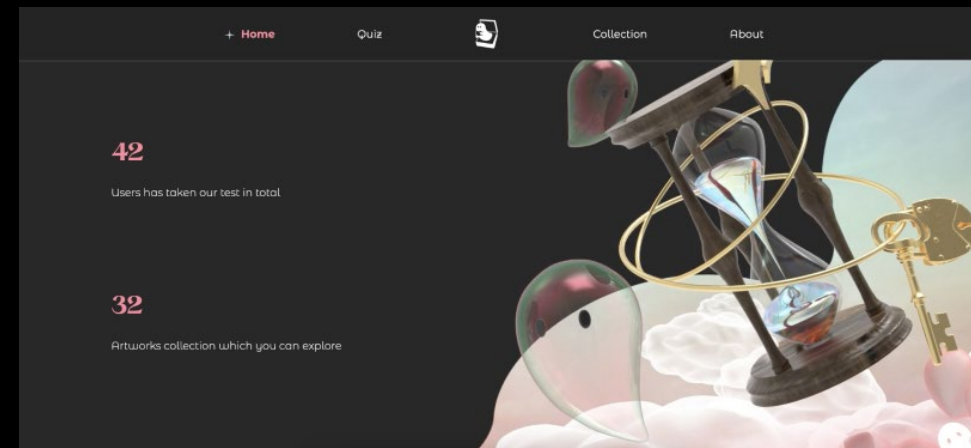
AboutUs.html



Generate Image API

We also use generating image API so user can get more experience in our website. They can type some keywords and get the image generated according to that keyword.

Home.html



Dynamic Data

We made this data view part dynamic according to the data that we received on the database.

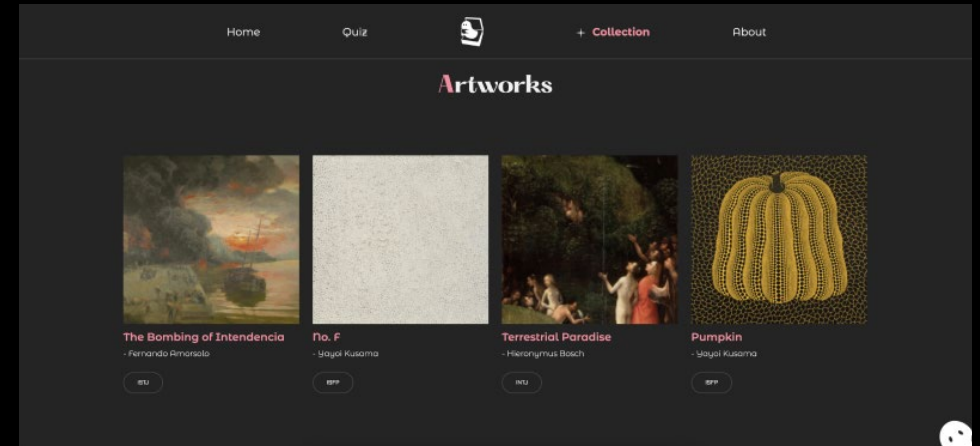
Micro-Interactions

```
/*REVEAL TRANSITION*/  
/*Reference : https://alvarotrigo.com/blog/css-animations-scroll*/  
  
.reveal{  
  position: relative;  
  transform: translateY(120px);  
  opacity: 0;  
  transition: 0.7s all ease;  
}  
  
.reveal.activate{  
  transform: translateY(0);  
  opacity: 1;  
}  
  
.reveal1{  
  position: relative;  
  transform: translateY(60px);  
  opacity: 0;  
  transition: 0.5s all ease;  
}  
  
.reveal1.activate{  
  transform: translateY(0);  
  opacity: 1;  
}
```

Reveal

To make the website user experience better, we also add a lot of micro-interactions using css and javascript. Mostly, almost all the contents appear either from the top, bottom or right. This interaction is controlled by css and javascript. We used code from the website below and then make 3 more variations from that code.

Reference : <https://alvarotrigo.com/blog/css-animations-scroll/>

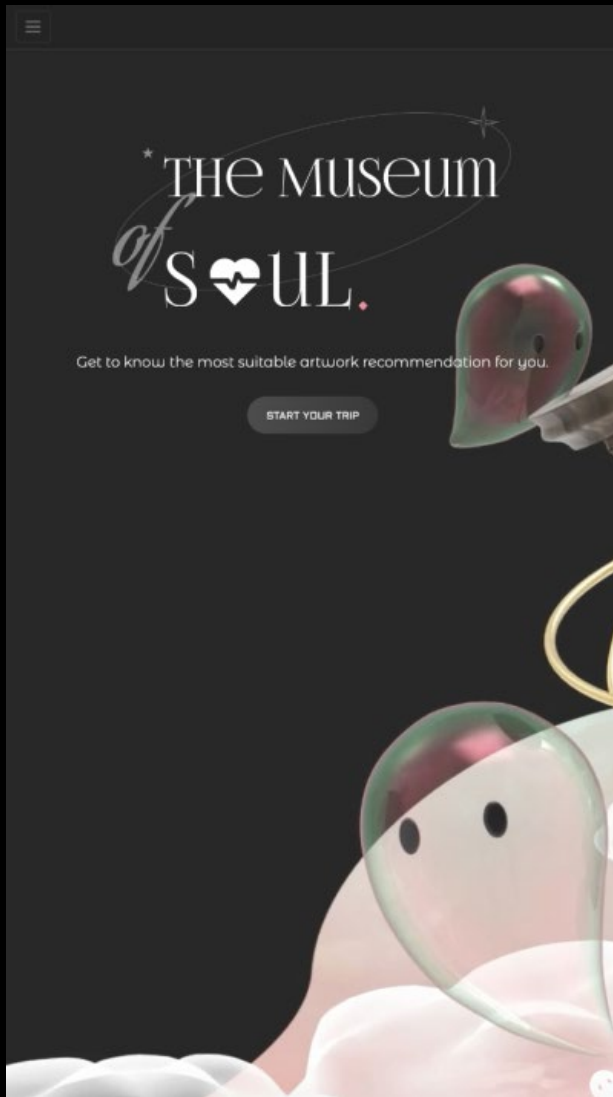


Hover

We also add hover interaction to the button and link in the website so user will know that the text/button can be clicked.

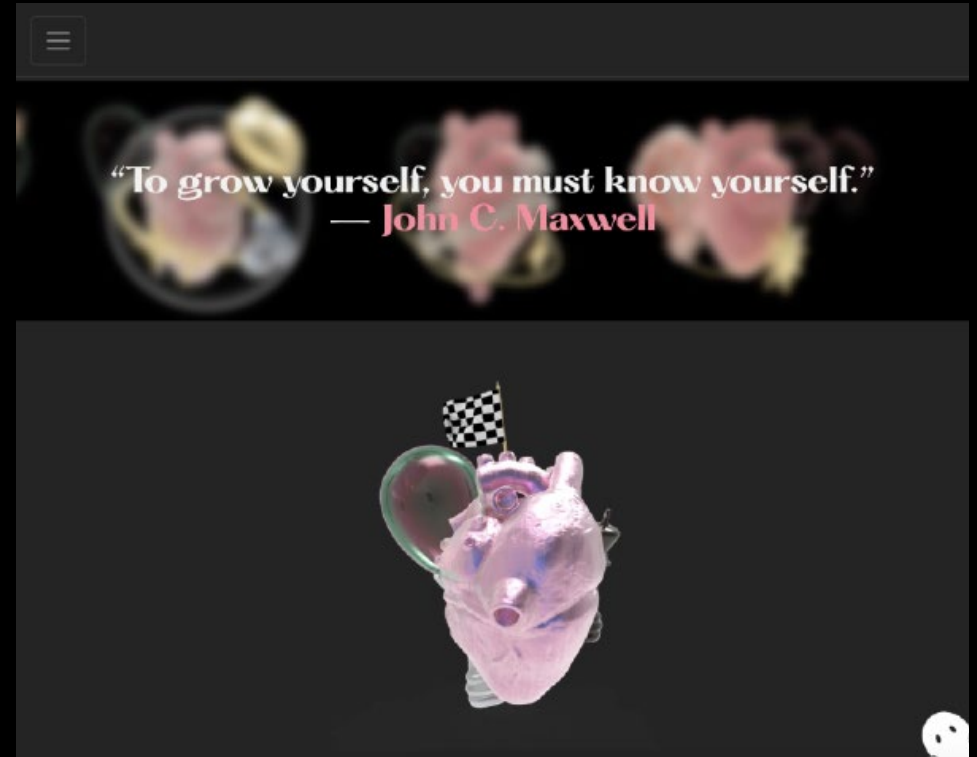
◆ Frontend Design

Mobile Responsive



Mobile Responsive

We make the website mobile responsive with navbar toggle button. All the contents are also responsive so this website can be opened from mobile.

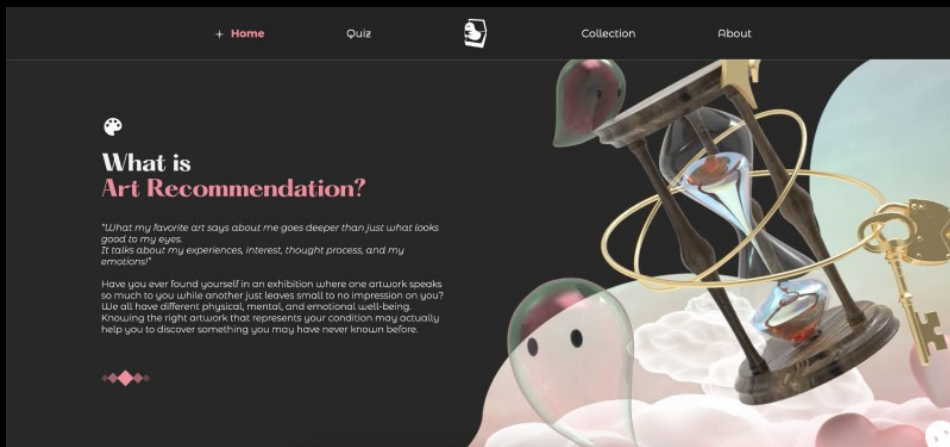
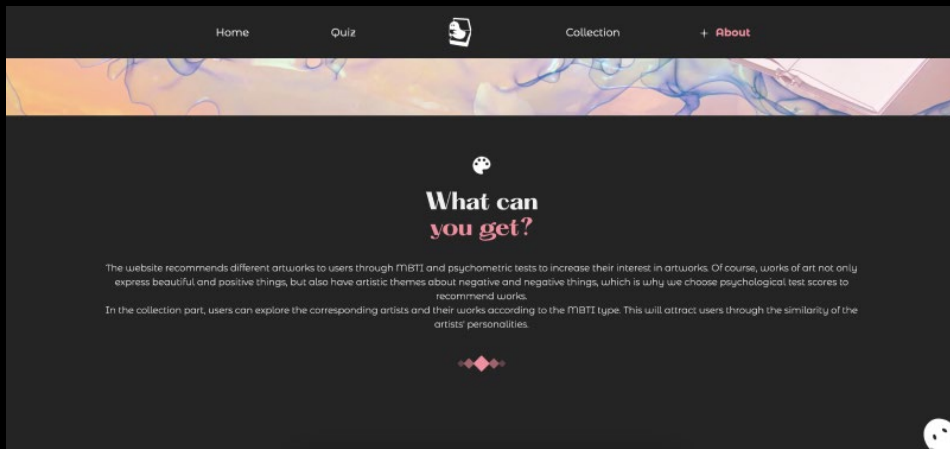


Size Responsive

Not only responsive for mobile, we also make sure that the website is responsive to be opened in any device with different resolution.

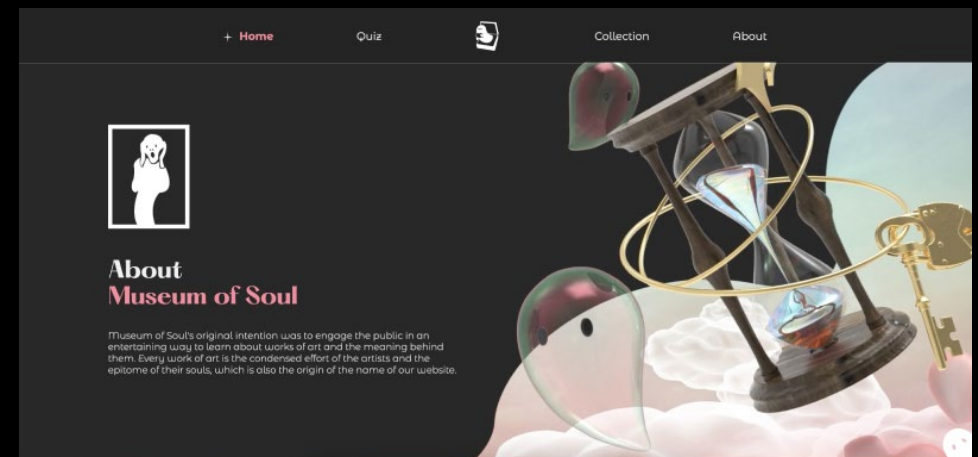
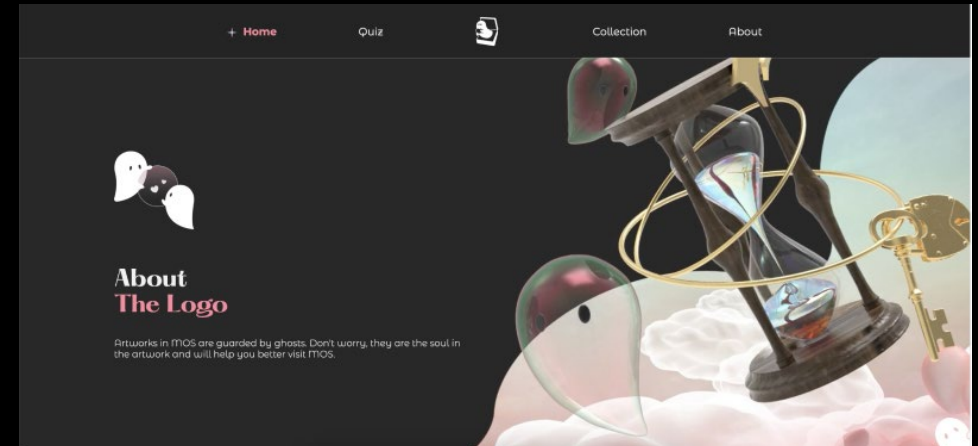
◆ Content & Copywriting

Home.html & AboutUs.html



Content Rearrangement & Wording

We changed the wordings and content arrangement on the home and aboutUs pages based on feedback from the crit session. Instead of "Art Therapy", we use "Art Recommendations". The homepage will mostly explain about the Museum of Soul while on the about page, the museum of soul is still explained, but as user scroll down, they will find more information, including how to 'level up' using art therapy method. Later, they can click a button that will link to another website if they want to know more about art therapy.

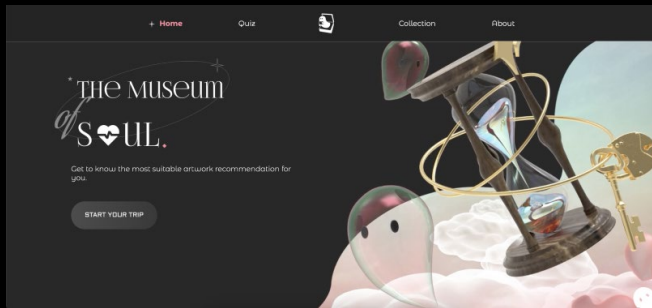


Museum of Soul Explanation

We also add more explanation about museum of soul as well as our logo.

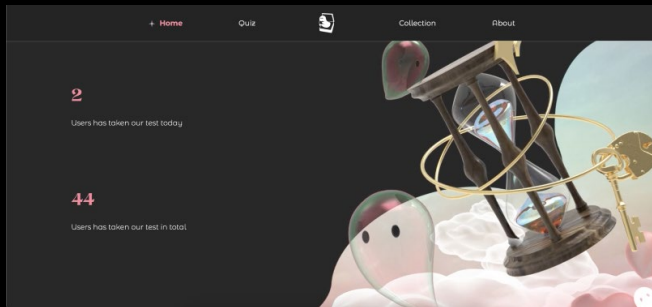
◆ User Testing

Feedback



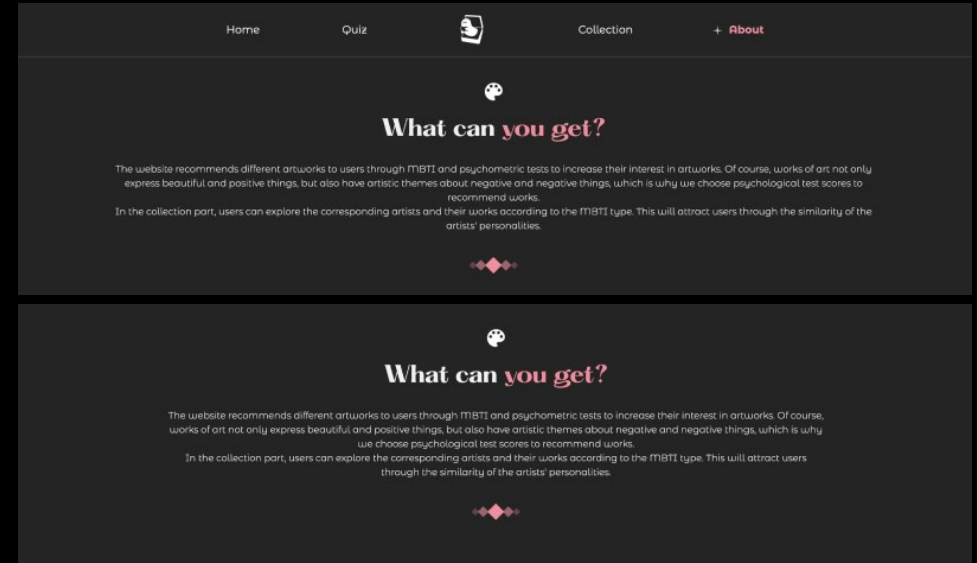
Home.html - Call to Action Button

Initially, the call to action button scrolled down to the data presentation part. We made this change based on feedback from week 9 crit session (it is confusing since users can simultaneously explore the navbar, click the button, scroll down, so there are fewer choices). However, after conducting the user testing, there is feedback which says that the call to action button on the home page should align with the main purpose of the website, which is to give art recommendations. So in the end, the call to action button will direct to quiz page.



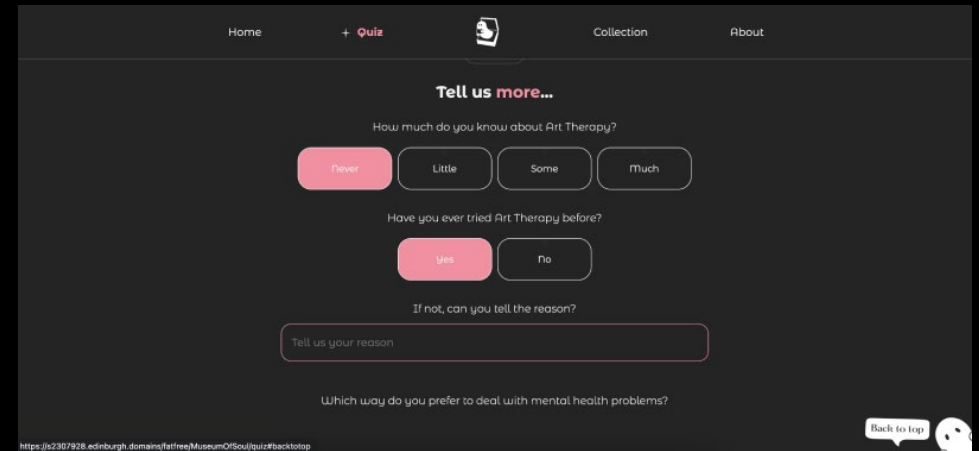
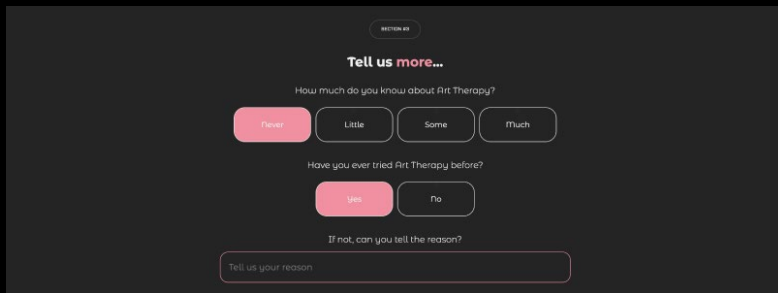
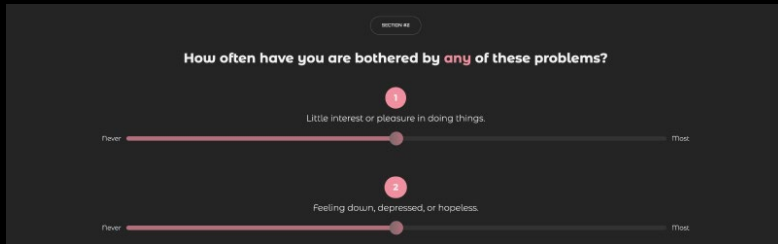
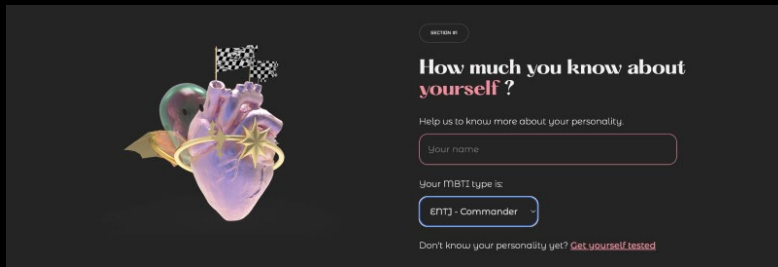
Home.html - Data Presentation

Before testing, we made the data presentation part animation appear line by line. Due to the absence of the next line, some users need more time to understand what the number means. Due to that problem, we changed the code so that each data will show together and not line by line.



aboutUs.html - Paragraph width

The first picture is the previous view of the explanation paragraph. One of the users commented that it would be better to make the paragraph narrower, especially for PC view. This is so users won't have to turn their head to read the explanation because of the paragraph width. The second picture shows the width of the paragraph after revision.



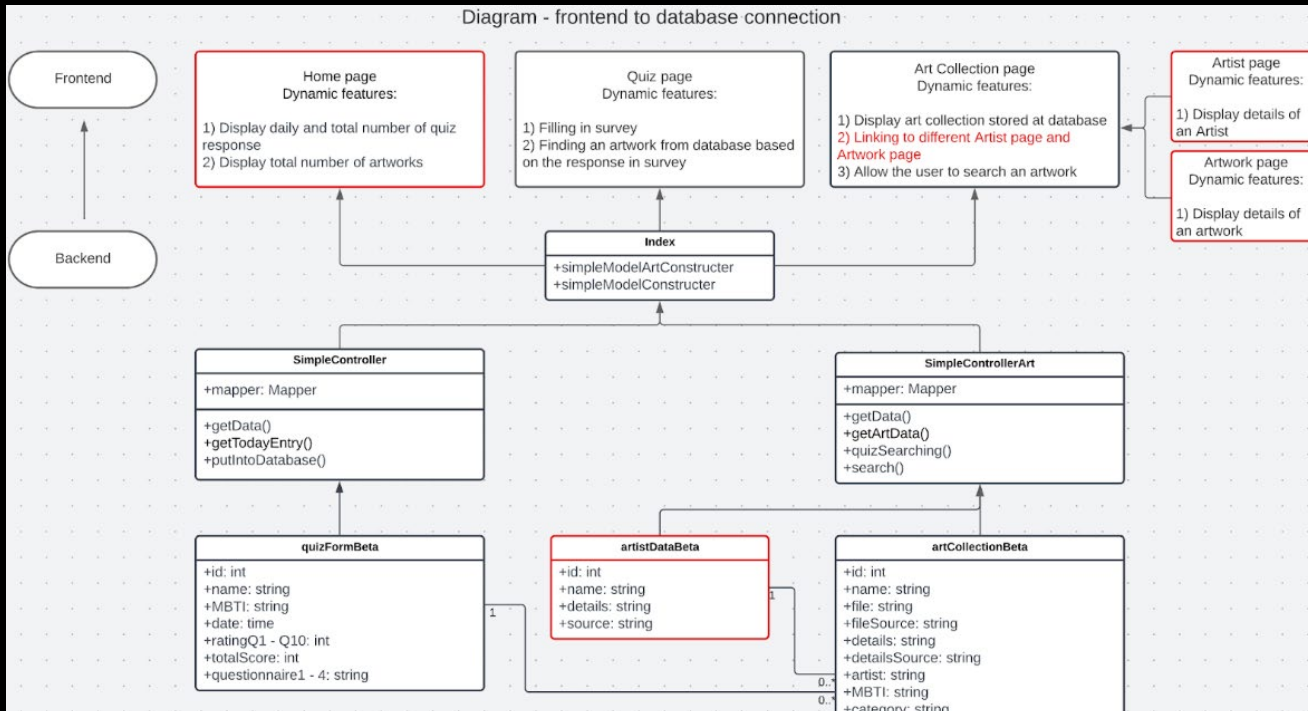
layout.html - Back to top button hover

The soul character button on the bottom right corner of the page actually grew users' curiosity, and as they hover over the button, they know it was there for a purpose because of the text shown. This clue text was helpful according to what the user said. So we did the same thing for the skip video button in the loading page.

quizForm.html - Section indicator

Initially, one of the users got confused because the quiz part had no clear division. This made him question whether he was still doing the quiz or the previous part was about something else. As a fix, we add a section label above each section to let the user know they are still doing the same quiz. This gives a sense of continuity.

Backend Design



New dynamic features built at Beta prototype are in red.

Model under MVC

1. **quizFormBeta** stores user responses from the survey at Quiz page.
2. **artistDataBeta** stores details of artists.
3. **artCollectionBeta** stores details of artworks, e.g. an artwork includes a MBTI type and category for its matching to a particular user.

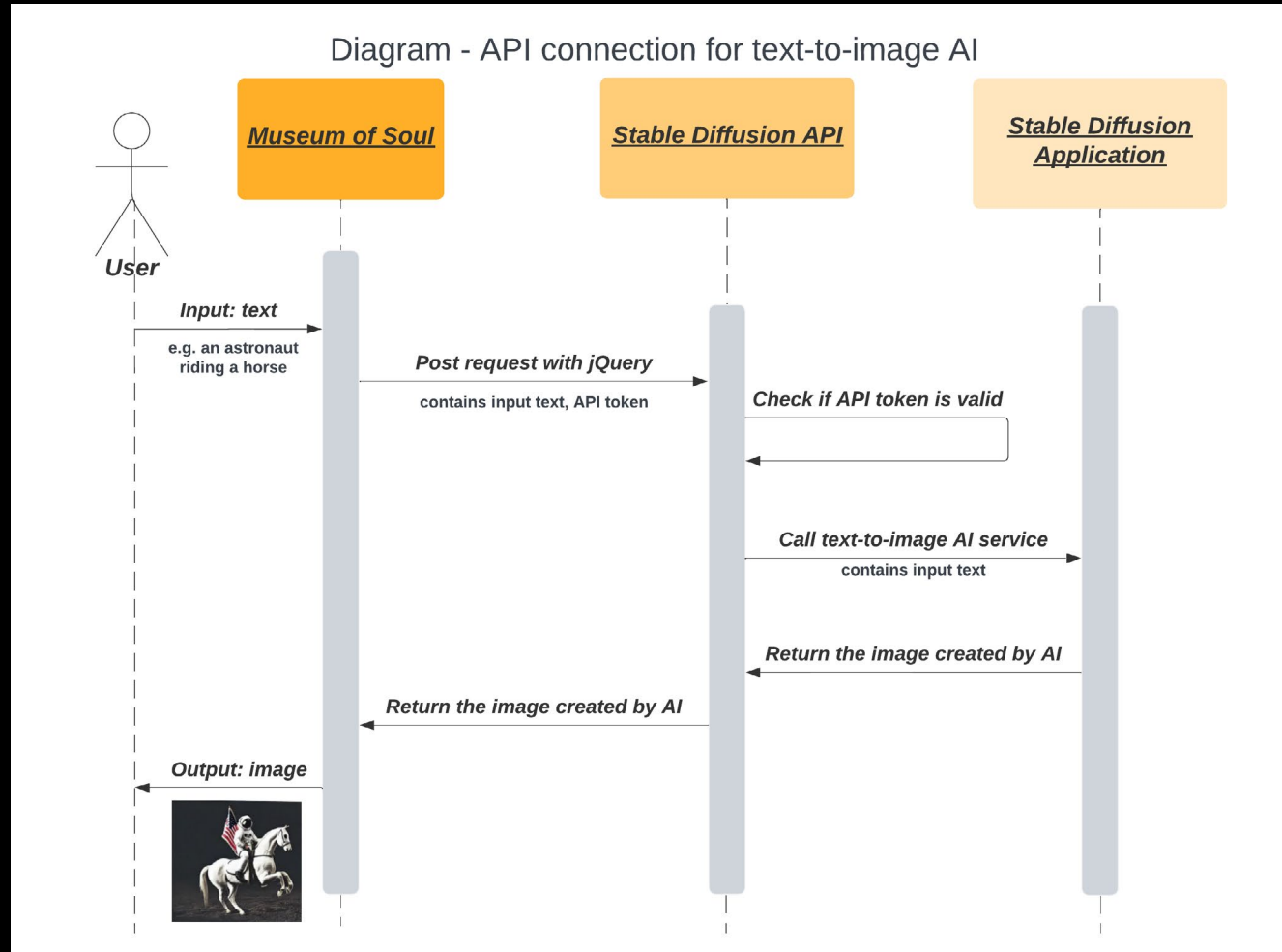
Controller under MVC

1. **SimpleController** contains the mapper connecting to quizForm. It enables data transfer from Quiz page to quizFormBeta, which can be used for analysis and system enhancement. It also retrieves data from quizFormBeta, e.g. daily and total number of quiz responses displayed at Home page.
2. **SimpleControllerArt** contains the mapper connecting to artCollectionBeta and artistDataBeta. It can retrieve data based on searching parameters entered by the users at Art Collection page, as well as, based on the user response at Quiz page to get a recommended artwork for the user. It also retrieves data for Artist page and Artwork page, according to the parameters at URLs, including name of artworks and artists.
3. 2 Controllers are used for easier identification of dataflow.
4. **Index.php** creates controller objects for bridging between web pages and the database. It is also used for mapping GET and POST requests to the html files.

View under MVC

1. **Home page** displays figures of quiz responses and the number of artwork.
2. **Quiz page** includes a survey where users input data.
3. **Art Collection page** generates a display of artwork.

The API Diagram



A dynamic AI image generator is included at About page, which allows users to create high-quality images from text they entered. To integrate Stable Diffusion v1-5 Model in our website to generate images, we have to establish a connection to the Stable Diffusion API.

The procedures for API connection:

Provide the API endpoint URL and an API token for authentication by jQuery
Specify the request method (POST request in our website) and headers, including the content type and authorization header.

Once the connection is established, we can send a request to the API with the user's input, which in our case will be a text string (max. about 350 characters).

The API will then process the request and send it to the Stable Diffusion application to generate an image as the output (size 512 x 512 pixels). Display the image on About page by creating an image element in the html file and setting its source attribute to the URL of the image created.

◆ Reference

Font

<https://www.dafont.com/foglihtenno06.font>

<https://pangrapangram.com/products/hatton>

<https://fonts.google.com/specimen/Montserrat+Alternates>

Graphic Source

<https://www.vcg.com/creative/1002146249>

Frontend Code

<https://stackoverflow.com/questions/10422105/add-text-above-html5-video>

<https://alvarotrigo.com/blog/css-animations-scroll/>

API

<https://huggingface.co/spaces/stabilityai/stable-diffusion-1>

<https://huggingface.co/runwayml/stable-diffusion-v1-5>

MBTI Source

<https://www.16personalities.com/>

https://www.personality-database.com/profile?pid=1&cid=16&sub_cat_id=592

Artwork Source

<https://dams.birminghammuseums.org.uk/asset-bank/action/viewAsset?id=13338&index=0&total=3&view=viewSearchItem>

https://en.wikipedia.org/wiki/Dante_Gabriel_Rossetti#Paintings

<https://images.app.goo.gl/Kw2kpDSPgDEmaUEu9>

https://en.wikipedia.org/wiki/The_Cat_in_the_Hat

<https://www.tate.org.uk/art/artworks/rossetti-the-girlhood-of-mary-virgin-n04872>

https://en.wikipedia.org/wiki/Fernando_Amorsolo

http://www.fernandocamorsolo.com/mfca_erratum/

<https://www.andrewtschler.com/gallery/>

https://en.wikipedia.org/wiki/Girl_with_a_Pearl_Earring#/media/File:1665_Girl_with_a_Pearl_Earring.jpg

<https://www.moma.org/collection/works/79018>

[https://www.diegorivera.org/zapatista-landscape.jsp#prettyPhoto\[image1\]/0](https://www.diegorivera.org/zapatista-landscape.jsp#prettyPhoto[image1]/0)

[https://en.wikipedia.org/wiki/Saint_Jerome_in_the_Wilderness_\(Leonardo\)](https://en.wikipedia.org/wiki/Saint_Jerome_in_the_Wilderness_(Leonardo))

◆ The Roles of Individual in the Group

Xiaotong Huang

Research, Visual Design, UX&UI Design, Report Layout

Elsa Krisantana

Wireframes design, UX Design, Frontend coding, Screencast Video

Debbie Poon

Backend coding, Domain, Technical Support

◆ Reflection

1. Initially, we wanted to realize the function of sliding the middle mouse button to play the background video, but it was technically difficult. After trying, we finally decided to use the function of looping the video instead of sliding the middle mouse button to control video playback or pause.
2. The continuity of the background animation needs to be improved. The beginning and end of the animation are not linked very smoothly.
3. There are currently only 32 works of art in the collection, and most of them are paintings. In the future we can try to provide more types and quantities of artworks.
4. The slider animation of the Quiz section can be smoother.
5. For the API section, we consider adding some guidance and text prompts for users to optimize the experience and make this section smoother.