

Scrapbook



Capstone Report
BMD3GD2 ID MD BMD22023
Jacob Lucas



“Ultimately, every human is their own writer.”

- Han Sooyoung”

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Research Question

Using an **interactive website**, how can I show the impact fictional stories had on my life, as well as invoking **nostalgia** in **someone else**, to help them **reflect** on stories they once read?

Introduction

Why I am doing this

Throughout my whole life, I have enjoyed reading, telling stories, and entering the lives and worlds of fiction and fantasy. However, I stopped reading books throughout my time in college and started hanging out with friends, playing video games, and going to the movies instead. I feel as though it had a negative impact on my creativity and imagination as reading gave me that outlet that nothing else could.

In recent years stories have become more important to me as I've immersed myself a lot more in tv shows, books, and more, but with the internet, social media and stigmatisation surrounding reading I have felt subconsciously pressured to keep my passion to myself and haven't been able to share it with the outside world.

Midway through 2021, I discovered the online book "Omniscient Readers Viewpoint," which would forever change my life and rekindle my childhood passion. This story taught me more about who I am than any other story I've read before, and for me it was more of an experience than a book.

I hope everyone can find a story that can ignite their own spark the way that Omniscient Reader did for me. Now that I've felt that emotion and feeling, I'm constantly searching for the next story that will give me that same spark as before.

Objective

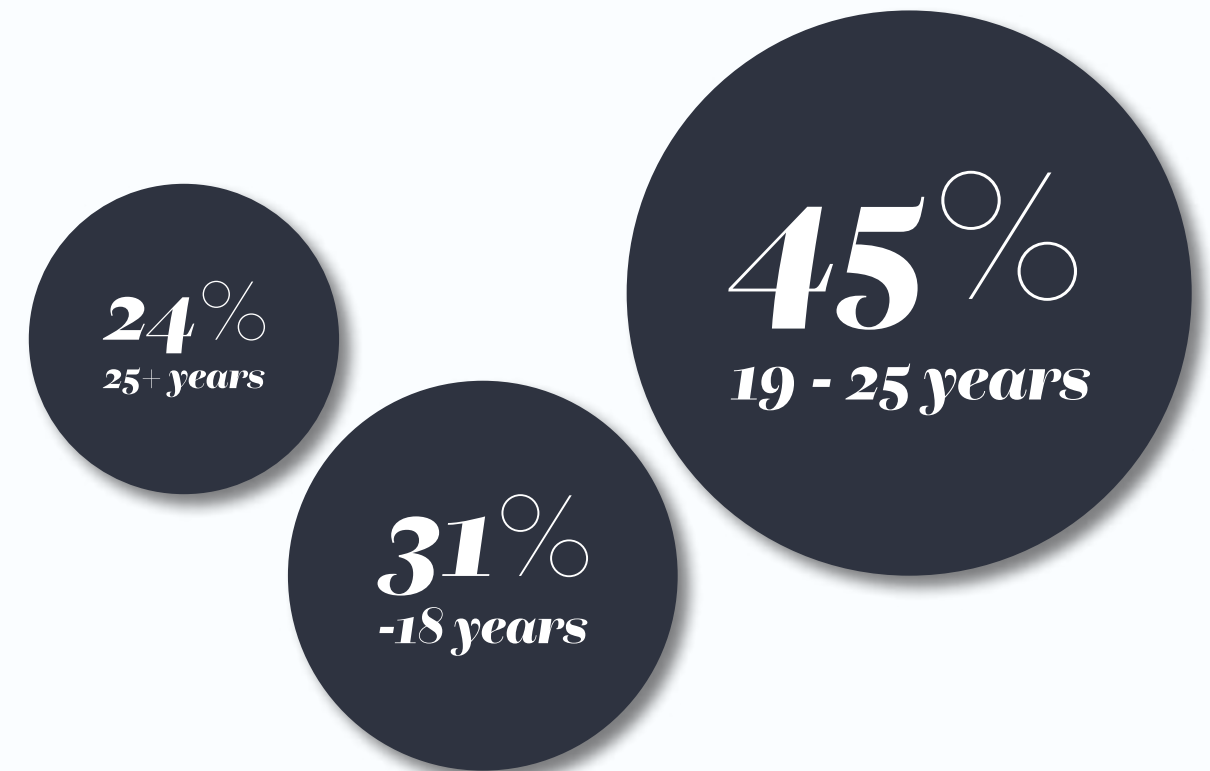
What I am trying to achieve

I want to provide people who are similar to me with a place to share their ideas, experiences, and feelings about stories in a way that is similar to a personal journal. Additionally, with the added capability of allowing the user to share their entries with others both inside and outside of their groups, they can connect through nostalgia from revisiting their own or others past experiences.

Target Audience

Who will benefit from this

The audience I am targeting will consist of ages in the range of 17 - 22 years, as the majority of people I have surveyed are around those ages, with 45% being 19 - 25, 31% under 18 years, and the other 24% consisting of ages over 25.



Personas

Joseph 22yrs Male

- Studies Creative Writing at University while working as a barista on weekends.
- His free time consists of; partying and hanging out with friends, listening to podcasts, reading the many books from his large collection on his shelf, and watching twitch streams. Sometimes posts short book reviews on his relatively small youtube channel.

- Was quite introverted before reading avidly but came into his own after experiencing stories he loves and sharing his passion on the internet.
- Wants to take a break from reading fiction and get a taste of other people's personal experiences because he thinks it will help him connect with others and use that connection in his work.



Pain Points

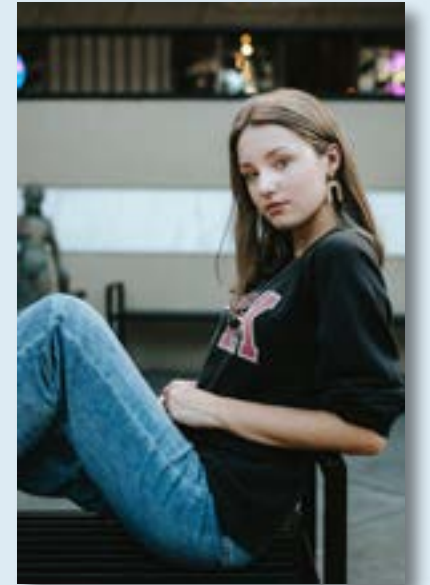
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Sophia 18yrs Female

- Last year in high school, working towards her university entrance to go and study philosophy.
- Hobbies include sometimes hanging out with friends at the weekend or after class to eat or go shopping and reading non-fiction books.
- Diligent worker and studies often at school or home but is very outgoing and extroverted.

- Wants to get into reading and/or watching fictional stories because sometimes her friends talk about tv shows they've watched or books they read.
- She doesn't really have the motivation, is not sure where to start, and doesn't really know if it's necessary.



Pain Points

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Methodology

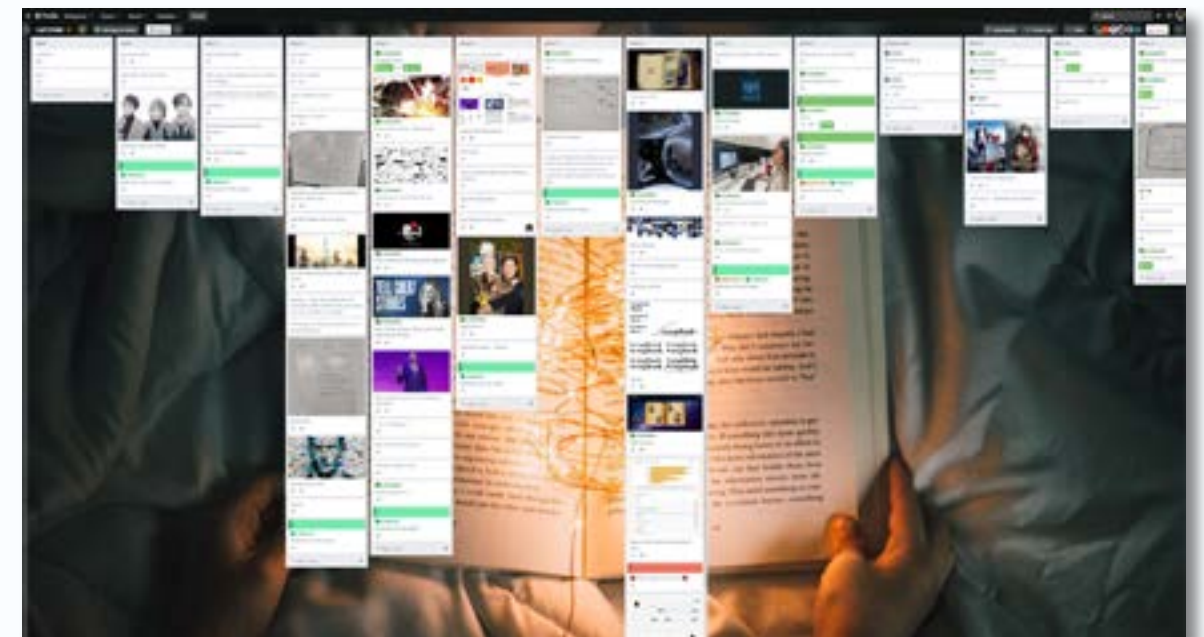
I'm using the Design Thinking Methodology as it breaks up my approach and defines each step that I like to take within my process, focusing on understanding and defining before later iterating on these insights.

In order to develop my concept and prototypes around the design thinking technique, my strategy made use of primarily secondary research and multiple survey analysis I had conducted with users in my target audience.



Management;
Using Trello I split work into weekly sprints that I set myself up to work on, with checklists and set timeframes.

Documentation;
I did most of my documentation on my phone notepad and transferred it to Trello afterwards.



Field Review 1

Omniscient Readers Viewpoint Web Novel



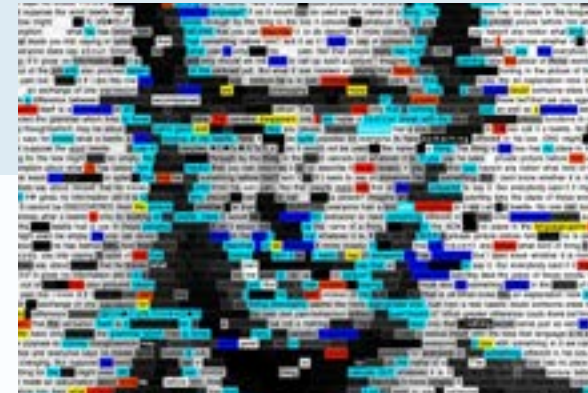
Omniscient Reader is a Korean Webnovel that subverts the normality of the modern Korean novel by going into the meta aspect of stories, reading, and why they mean so much to the protagonist as the book he reads comes to reality and he becomes part of the story he once read.

This series means a lot to me as it reignited my love for fictional stories and made me realize how much stories meant to me. I really connect with the expansive cast of characters, relating to its main trio of characters in different ways like how the protagonist is an avid reader much like me, and one of the deuteragonists is a writer.

With these insights, I would like to take the aspect of the importance of stories, and much like how they mean a lot to the MC, I want to show how stories mean so much to me as well.

Field Review 2

Symphony in Acid



SymphonyinAcid by Max Cooper and Ksawery Komputery is nothing short of an engaging digital experience, it is an immersive audio-visual piece about the difficulties of communication, expression and comprehension.

Using the writing from Tractatus Logico-Philosophicus (1921) by Ludwig Wittgenstein and accompanying the visuals with an acid-house-like track, it creates an abstract art piece rather than a difficult reading challenge which to some like me can connect with and interpret in different ways rather than viewing it as an epileptic mess.

This kind of experience is something I would love to incorporate as I prefer the “Show, don’t tell” style of storytelling and think it creates more of an experience that more people can relate to.

Field Review 3

Pierre Herme & Nicolas Buffe



This website tells the story of two kingdoms through an interactive and beautifully illustrated story-based website.

Using music and easy-to-follow interactive buttons you are guided through the website and are easily immersed in the world and characters that are created.

I wish to replicate the style of storytelling shown on this website through a linear narrative shown in my output, basing my subject and story on myself and my journey through stories.

Field Review 4

How To Talk To White Kids About Racism



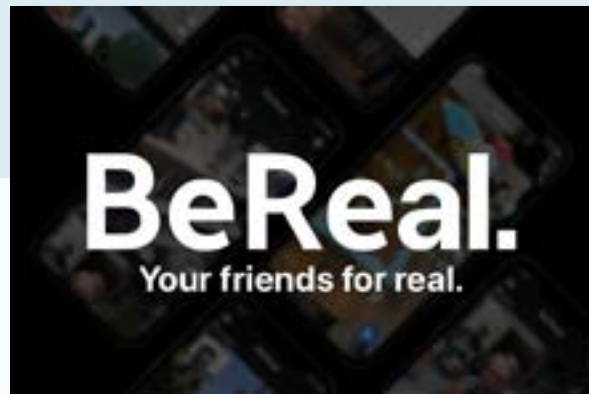
"How to talk to kids about racism" is an educational website that uses an interactive storybook to deliver its content. The use of click and dragging to flip pages makes the page feel more personal as you are the one in control, rather than it being played as a video.

The visual aesthetic is targeted toward children with animal drawings and fluffy colours, making the topic of racism more digestible and easy to talk about. As the ones who are learning how to talk to kids about the topic are adults and parents, the non-book style is more mature and serious.

I really like the way the content is displayed, not only because it's a book and my project is on stories, but because it's unique and can help guide the user through the website cleaner than a long scrolling page.

Field Review 5

BeReal



BeReal is a unique approach to social media as a form of “anti-social media” where users have to take one photo of themselves at a randomly generated time of day every day, thus catching them off guard and seeming more real and natural than photos that can be perfected or filtered on other social media like Instagram.

What I find interesting about BeReal is that since it’s only one photo a day, you aren’t doom scrolling for hours even if you do have many friends on the app.

I would want to replicate the friend system that BeReal has as a way to connect to others since it feels like a real connection rather than a meaningless “follow and forget” that I feel other social media tends to fall under.

Field Review 6

Good Reads



GoodReads is a great website for tracking, rating and reviewing what books you’ve read, are reading and want to read in the future.

There are many other websites much like this but for other categories like movies, tv shows or games, and are very catalogue based.

Websites such as these I feel throw you into the deep end of said community and can cause a lot of drama and toxicity from clashing opinions in their comments sections, reviews and forum parts of the website.

Narrowing it down slightly to give a personal experience while keeping some of the positive aspects of the catalogue websites might make for a more comfortable and simpler experience for many people.

Theory Review

How To Tell A Great Story with Kindra Hall



This podcast talks about how great stories can be, as storytelling is an important gateway into human connection and is becoming more recognized as an important topic to talk about. Kindra talks about how to make your story more compelling, to draw people in using emotion, the emotion you share doesn't have to be the deepest more raw pieces as people can relate to the most simple emotions like frustration or wonder.

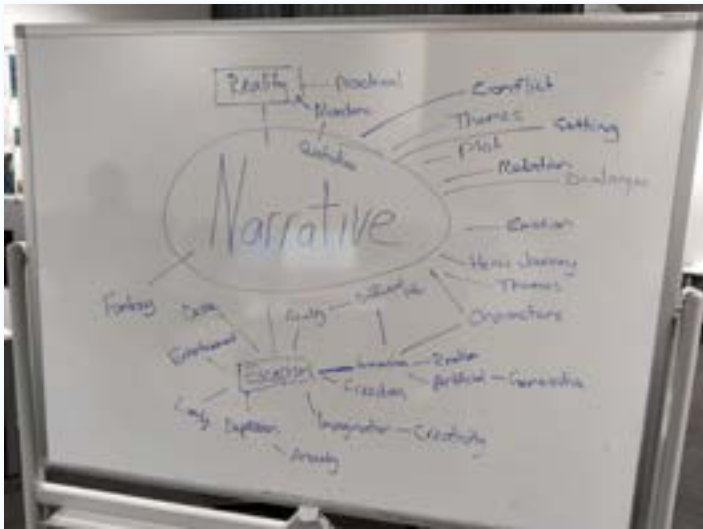
"I don't have a story to tell because I haven't climbed Mount Everest, or suffered from or overcome and terrible illness, or experienced great loss in their life, like those are not requirements to effectively use story" - Kinda Hall

The Process

26	Brainstorm
27	Survey
28	Experiment
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Initial Brainstorming

One of my first concepts for my project revolved around my love of storytelling; however, it was important to determine what aspect I wanted to focus on because I didn't see anything coming out of it in terms of purpose and outcome.



Purpose

How stories make your mind

- Relativity
+ Context

Creating a discussion on identity
relating to variables in story

Formal relationship between fiction & reality

Show how stories impact on life and how
how it could impact on your life

How stories impact on society

Difficult relationship between fiction & reality

Survey

I decided to run a survey as a way to gain some knowledge of my audience's perspective on stories with questions relating to their connection to reading and what memories they associate with stories in the past.

Many of the responses I got aligned with nostalgia and remembering the fondness of the past.



Survey Responses

Do you have a favourite story or favourite stories?

- Yes (82.8%)
- No (17.2%)

If so, what is it and why is it your favourite?
(eg. how does it make you feel? Do you have a strong connection to it?)

- I enjoyed the character development and the themes. There was a range of emotions it made me feel, it wasn't always happy or sad.
- Me and my mum both loved the stories so reminds me of her.
- One of my favourite stories is from the series books which is fiction, books was an amazing graphic novel I read growing up inspired me to read more and get into books and different types of books.
- Stories that make me forget that it's following a story. They pull me in and make feel part of it.
- Any story where someone steps out of an ordinary life and does something extraordinary. It's inspiring.

Do you have fond memories about yourself interacting with stories or storytelling in real life?

- I tell my friend Jacob about stupid things I read and he judges me and usually I also used to tell stories to children and read stories books to my younger sis.
- Well sometimes I can remember myself re-reading something from a story or having a similar connection to it.
- Can't think of anything specific but I remember looking forward to silent reading time in English class and just reading books instead of an actual book.
- When I was younger I would delve into books to make me feel something.
- I remember the first chapter book I read as a child was George's Marvellous Medicine by Roald Dahl. I loved the story and can still picture myself reading in my bunk bed at home.

Survey was conducted through GoogleForms and relevant responses were documented on Trello and Google Docs

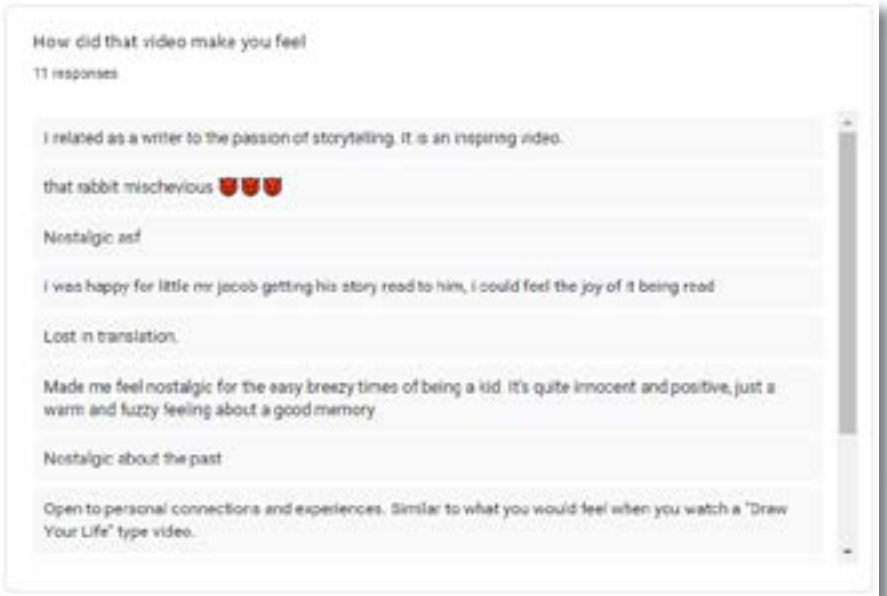
Insights

Many people when asked and prompted are willing to reflect and write thoroughly about their thoughts and feelings on certain topics, such as their favourite books or stories and their many memories that they associate with them.

Experiment 1

For my first experiment, I wanted to connect with my audience through emotive storytelling and it is spoken to them, my goal was to see how my audience reacted and felt when listening to someone tell their own story, and what emotion or feeling did it invoke, as I was looking to get a nostalgic feeling from my responses.

In a youtube video I recorded, I told the story of my fifth birthday at kindergarten when I got the teacher to read my favourite book to the class. Using storytelling techniques gathered from “The magical science of storytelling - TED TALK”, I was able to invoke certain emotions in my audience.



Insights

As seen in the survey, although the video isn't about my audience, I was able to garner a nostalgic response from my audience. Additionally, it also inspired others to enjoy themselves by curling up and reading a good book.

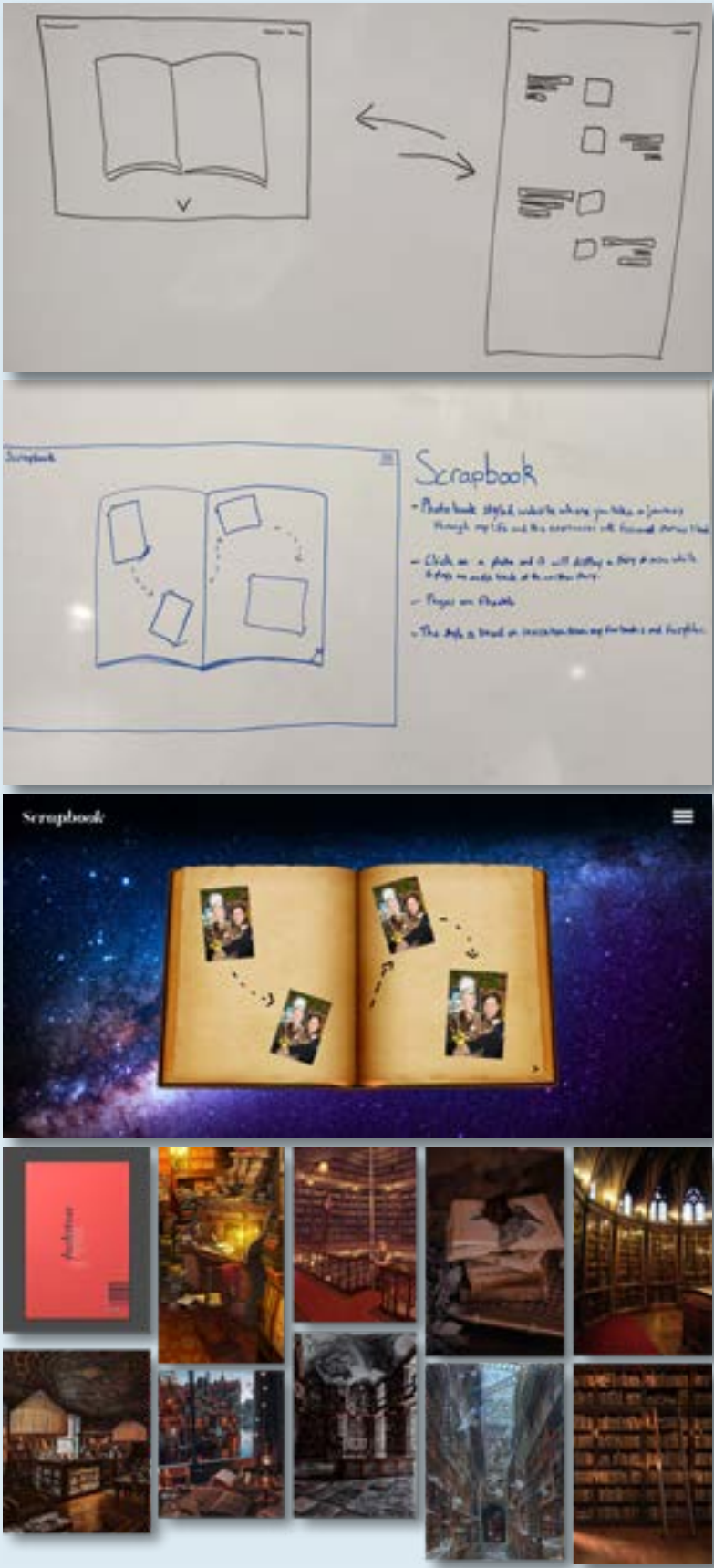
Visual Direction

To give the feeling of nostalgia, I mood boarded with dreamy and melancholic dark blues. Also looking into font variations, I wanted to use a fantasy library esq font relating to nostalgia and dreaming about the past.

This allowed me to develop my website idea further because I serendipitously came up with the idea for a flip book webpage as one of my ideas was to make the website feel like a photo album or scrapbook as such.



Mood Boards were gathered on seperate pintrest boards per mood and style.



First Prototype

In order to demonstrate how the flip book would function and what it would contain, I worked on a quick lofi Figma document, basing it on my previous mood board and initial wireframing. This was done because I wanted to make sure that the website's primary functionalities were usable.

For a prototype, having page flip indicators in the corner of each page made sense, but because it was poorly designed, it didn't work out as planned.



Prototype Testing

In order for the functionality to work seamlessly with reading entries off of a screen, I asked users to test and experience how entries were read on the website. To see if audio would affect how they felt about the story, I had them flip through my prototype and read a passage from the book whilst also listening to the previous test's video.

[illegible]

Insights

Many people when asked and prompted are willing to reflect and write thoroughly about their thoughts and feelings on certain topics, such as their favourite books or stories and their many memories that they associate with them.

Story Development

I was able to learn about my background through conversations with my parents and other family members, which helped me to write several journal entries about my early years, during which I spent a lot of time interacting with books.

I thought about creating 10 different pieces, but I ultimately decided to go with five specific stories for the time being because ten felt like I was overstretching the book.

My fifth birthday at kindergarten, my primary school teacher reading The Hobbit to our class, and a recent story about my favourite book and what it means to me were the three stories I worked on for the final output.

These were the most developed stories, and feedback showed that they provided my users with the feeling of nostalgia and empathy I was aiming for.



I conducted one of my interviews with my mother, talking about what stories I used to read when I was growing up and how that influenced me later in life.

Stories	
Madagascar Story	
Back when I was around three I used to love the Madagascar movies.	
I would often watch the movie at my grandparent's house with cousins and afterwards, would write my own made-up stories on sticky notes, and also write my own made-up Madagascar stories where I would have the characters doing random things.	
I would also have my books laminated and bound where I would read them to my parents because making the books would bring me so much joy.	
5th Birthday Kindergarten Story	
One of the earliest memory I can recall is the day of my 5th birthday, my last day at kindergarten in fact.	
I remember on our birthdays in kindergarten, we got to choose which book the teacher would read to us, which was the highlight of my day. Our teacher read books to us frequently, but today was special because I got to pick. I chose my favourite one of all, "Little Rabbit Foo Foo," in which a mischievous rabbit hops around the forest, begging the little field mice on the head. I loved this story as a child. I found it hilarious to watch Rabbit Foo Foo act ridiculously and then get scolded afterwards.	
I distinctly remember that day, the teacher gathered the children and I on the mat that day and asked me, "Jacob, because it's your birthday today, would you like to pick the story?" Naturally, I said yes and decided on Rabbit Foo Foo. I can still picture how happy I was to choose my own story to be told, and how fixated I was on that book, eyes wide open when the teacher read it out to the class.	
Once she finished reading, I really wanted the teacher to read it again, as it was my last day at kindergarten and I wouldn't have the same opportunity to read that same book again. I longed for that thrill of being told a story.	
Can you just imagine what it's like, immersing yourself in something you love so much for that very last time?	
That's what it was like for me, but luckily I was able to grow up and continue reading, writing, and creating more stories, not only for me but for others to enjoy.	
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Year 4 Comic Book Story	
My favourite year during primary school was during year 4 when I was 10-11. This was the time I really found my passion for stories and storytelling, as our teacher would spend time each week reading books to the class such as The Hobbit. Again much like when I was much younger, we would sit down in class a few times a week while our teacher would read such books to us. We would sit in silence and I often close my eyes to imagine the scenarios happening in the book, playing out in my mind so vividly that it felt real. With this spark of creativity, I would spend time each day writing my own stories and illustrating my own stick-figure comic books where I could let my imagination go wild. I am so grateful to have been brought up this way, being able to have a fictional outlet, constantly at my fingertips as I can't even imagine another life where I wasn't an avid reader.	

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First Semester University Story	
During my college years, I had been separated from my passion for fictional stories, and leaving all my college friends to go to university made me feel quite lonely. During this time I would start to get into watching tv shows as a way to escape from the new environment of reality.	
Omniscient Reader Story	
All my life, I have enjoyed reading, telling stories, and entering the lives and worlds of fiction. However, I stopped reading books throughout my time in college and started hanging out with friends, and playing video games, and going to the movies instead. I feel as though it had a negative impact on my creativity and imagination as reading gave me that outlet that nothing else could.	
Reading the novel Omniscient Reader's Viewpoint, sent me right back to my childhood and made me realize how much I still love to read and use my imagination. I started reading the book simply out of love for the recent comic adaptation. I read it in my free time while riding the train, going to school, or just relaxing at home in the sun. As I read it more, I found myself really appreciating and connecting to the story with the many characters that were explored in its fictional world.	
I became attached to the main character, Doğa Kim, since he was built on the concept of a reader, someone who lived their life with their head in a book much like my own life. I felt a sense of identification with him and a want to learn more about his experience by getting to know him better.	
I found this story to be more of an experience than a book, one that taught me more about who I am than any other story I've read in the past. Now that I've experienced that emotion and feeling, I'm always looking for the next story that will give me that same spark as before, and I hope everyone can find a story that can ignite their own spark the way that Omniscient Reader did for me.	

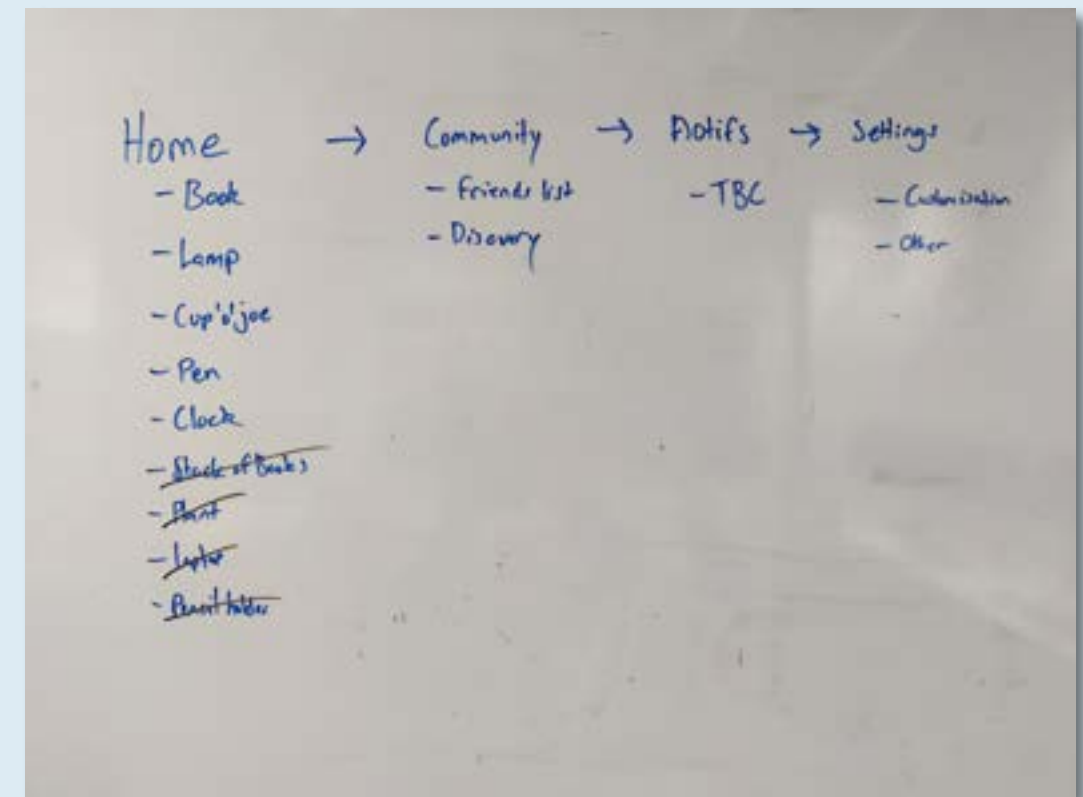
Wireframing

I created wireframes and website designs for my new concept in addition to drawing inspiration from my peers.

Instead of my original idea of placing the “book” in front of you, having the webpage viewed from a birds-eye view, top down, would allow me to illustrate items onto the page and give them all shadows to give the illusion of 3D.

Modeling the home page with a coffee mug, lamp, pen, alarm clock, and obviously the book would feel as complex as necessary because later on, using code, I could give each object features that would give them more significance than just an image on the screen.

I also had to consider navigation since it would be tiresome to flip through the interactive book if you ended up writing a lot, and had to wait a long time to reach a later page. Along with the idea for a general contents page, I also developed a tabbing system that allows you to tab up to five selected entries for quick access to further sections.



Vector Designing

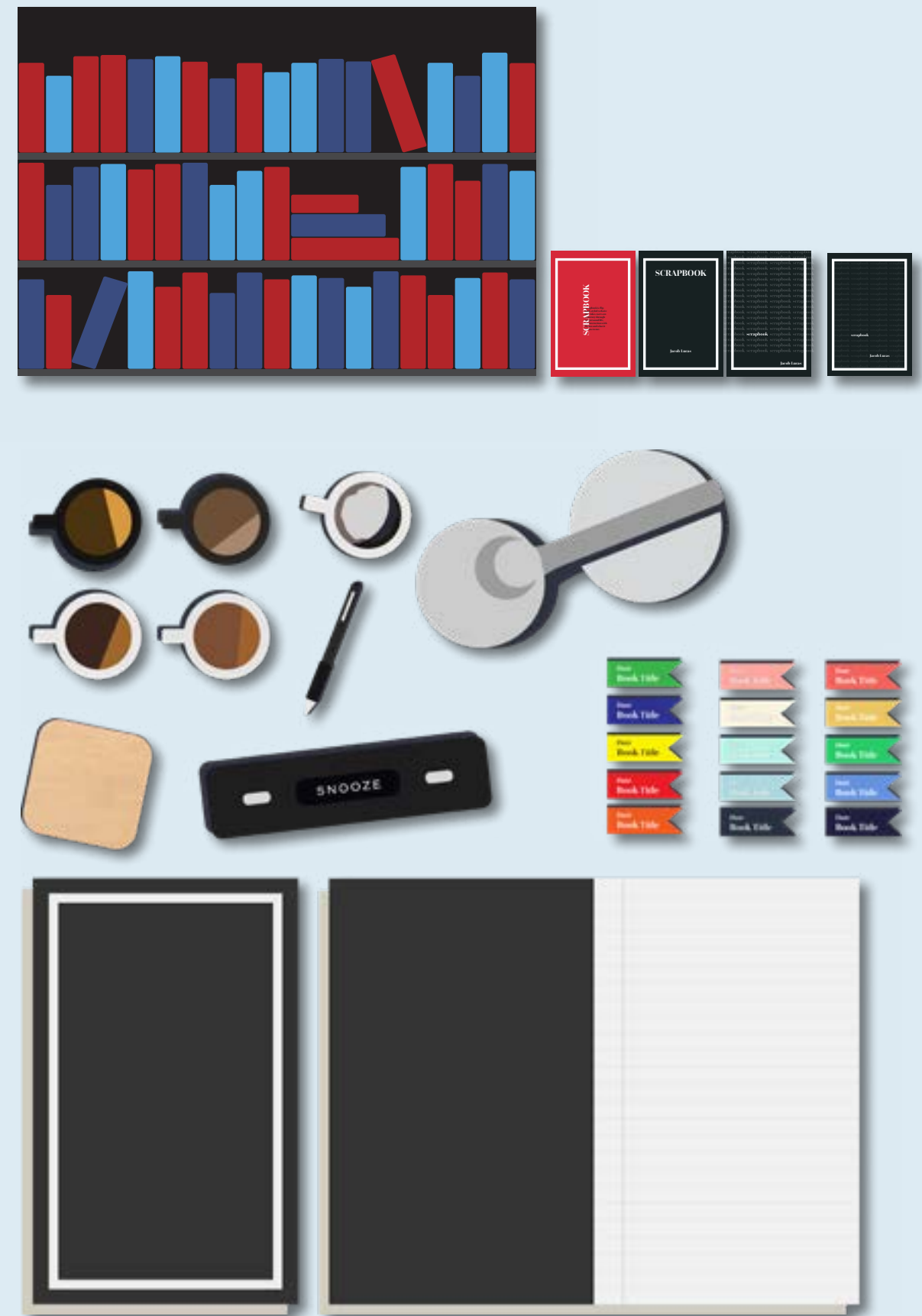
Since illustration isn't my strong suit, it was difficult for me to create some of the items I wanted to show off on the website. I initially tried to model up a bookcase since I wanted to use it as a background, but it looked dull and lifeless.

After giving up on the bookshelf idea, I started working on the other illustrations I would use for the website, including the lamp and coffee mug.

I was able to allude at the idea that they were 3D objects by using directional shadows and placing them at certain angles.

I also created extra illustrations since I wanted the users to have the option of customising their desk space, allowing them to choose the objects they want there.

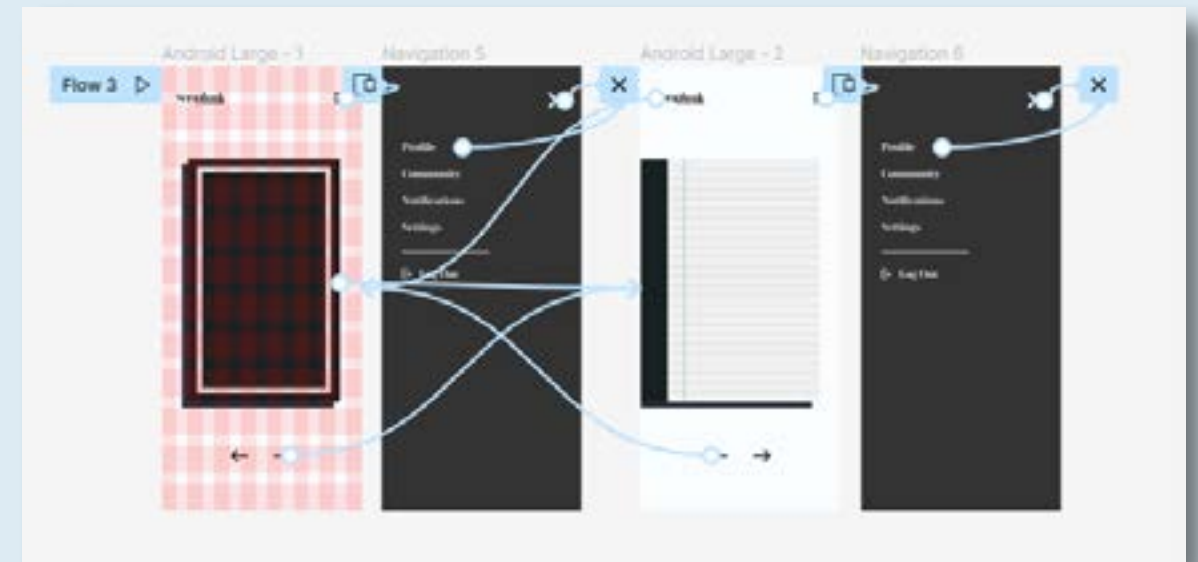
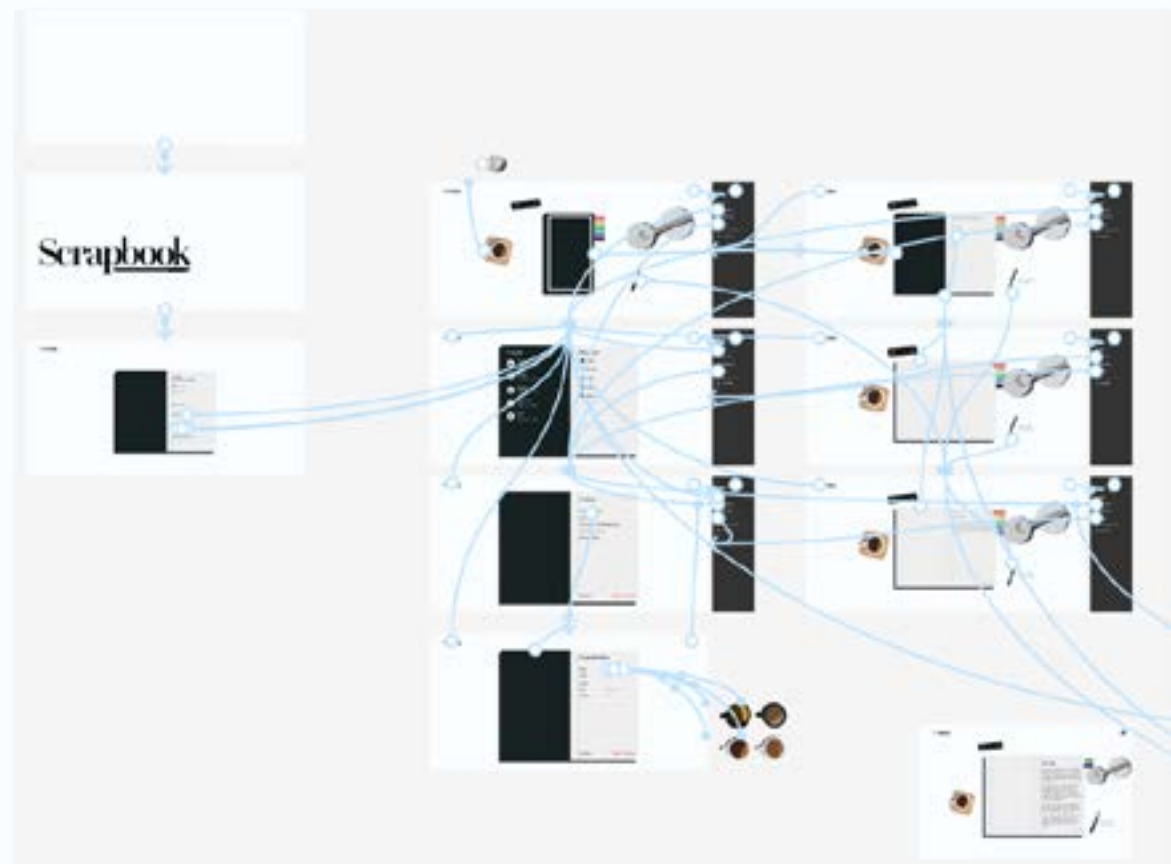
I also created alternate versions, such as a coffee mug that is empty rather than filled, for potential toggle interactivity when the illustrations are coded.



Figma Development

Basing my new website on the previous developed prototypes and incorporating the new wireframes I put together a brief layout of the website, with it's new vector elements and content from my written story.

I also started to develop a mobile version as many of my users surveyed read books on their phone and would make for a more desirable experience for the newer generation.



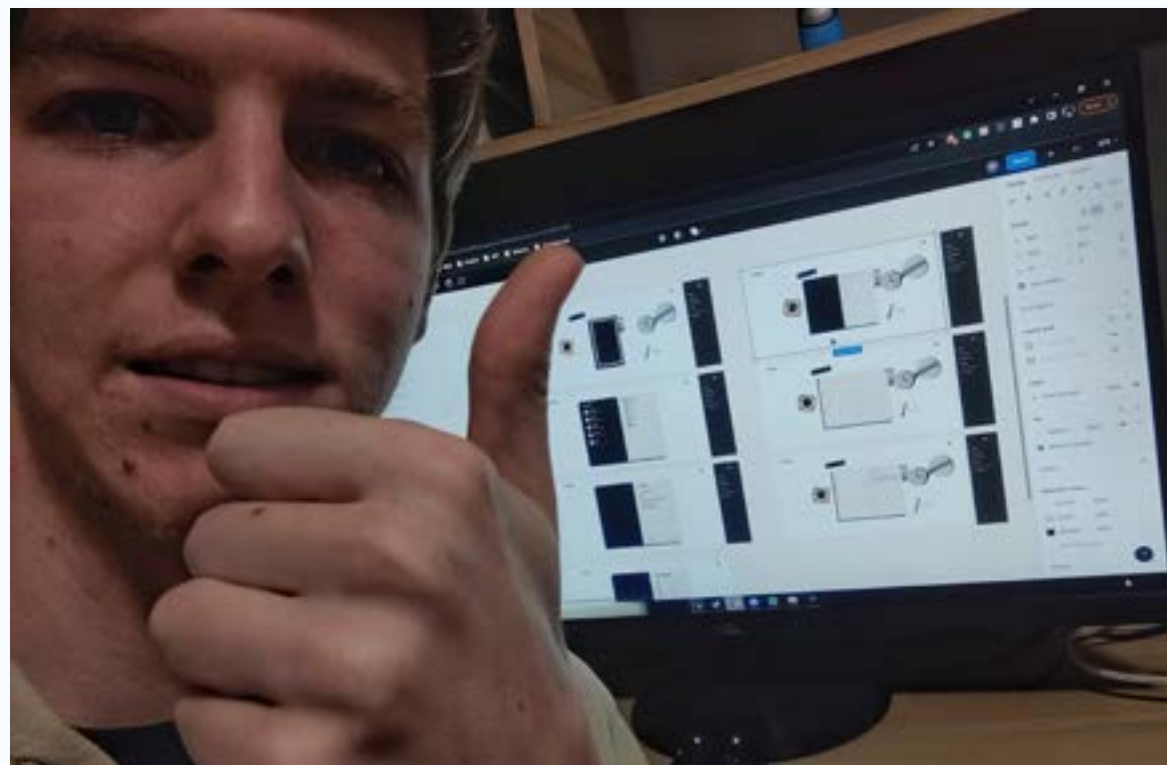
Figma Development

From comments and nitpicks, such as colour selections, minor interactions, and how you would use the journal, I developed and polished my Figma mockup.

In addition, I made some changes to the community page. Since connections are an important aspect of the website, I added the user's most recent time of activity as well as an icon for their profile picture for each user.

Giving the pen some kind of interaction also seemed practical because the webpage's primary feature is a book; why not let the pen write in it?

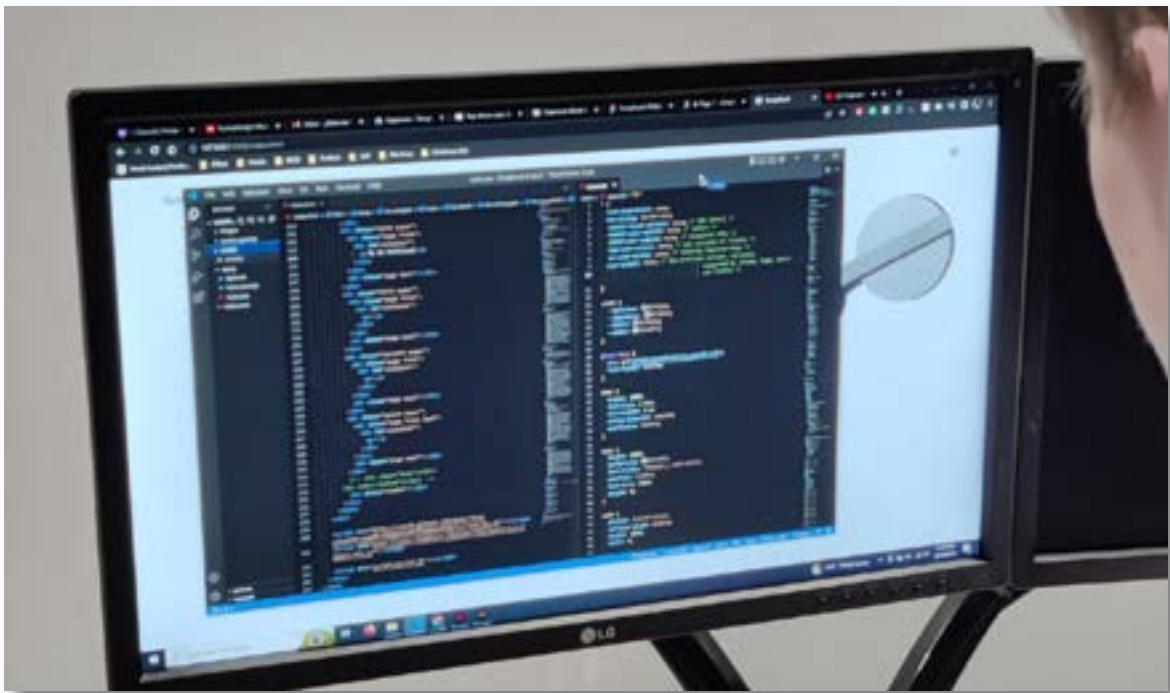
When you click on the book pages, a toggle object allows you to choose between writing on the page and flipping the page, though it isn't quite as interactive as picking up a pen and writing.



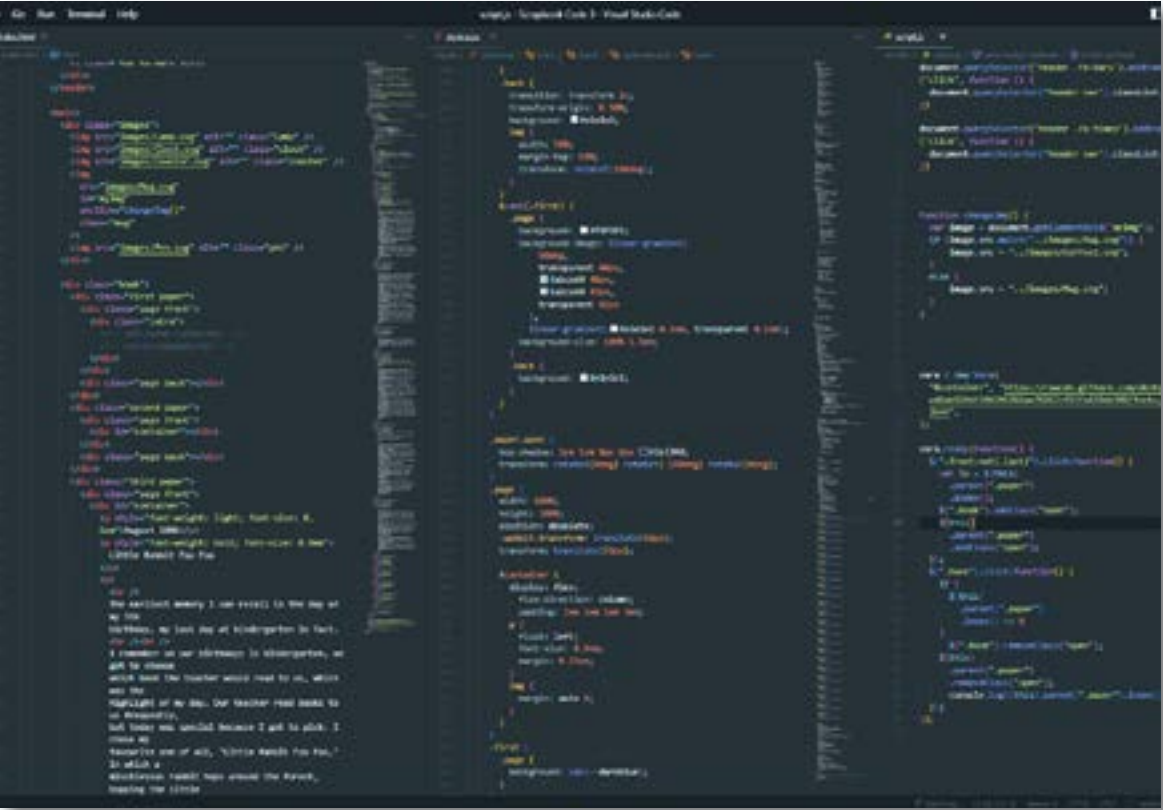
Web Development

I started building the flip book in Code Pen online while working on the more technical webpage.

In order to create the flip book function, I primarily used Javascript, JQuery CDNs, and Json. I also used a variety of CSS transitions and Zindex layering, which had numerous syntax errors and bug fixes that were rigorously tested.

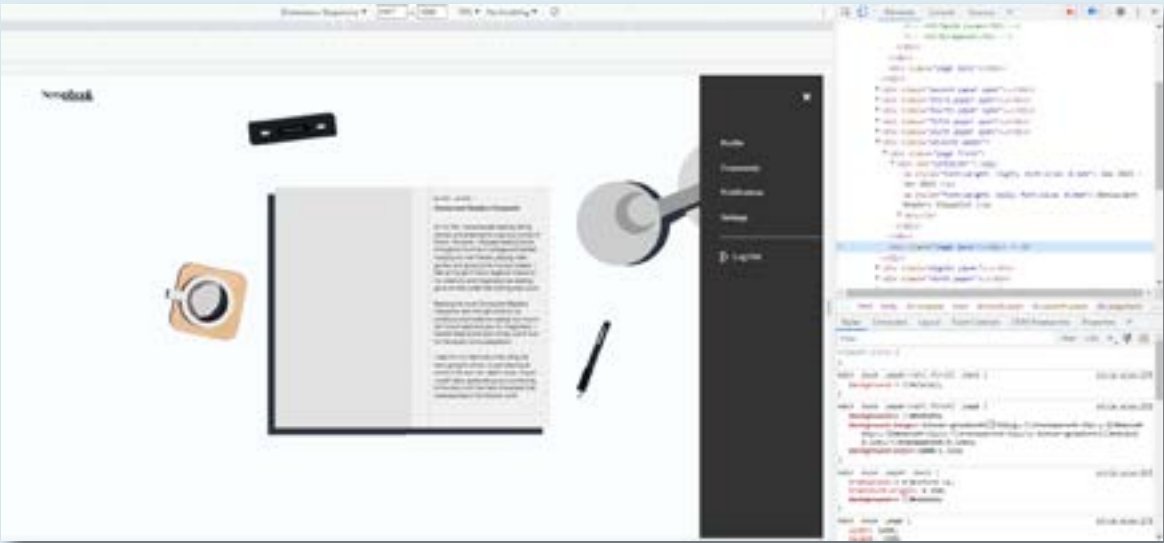


Flip book prototype, on an angle to give an essence of 3d using shadows.



The screenshot shows a code editor with three panels. The left panel contains HTML code for a page layout, including a header, main content area, and footer. The middle panel shows CSS code for styling elements like the header, main content area, and footer. The right panel shows JavaScript code for handling page navigation and other interactive elements. The code is written in a dark theme.

The current code for the website using HTML, Scss, Javascript/JSON/Jquery cdn.



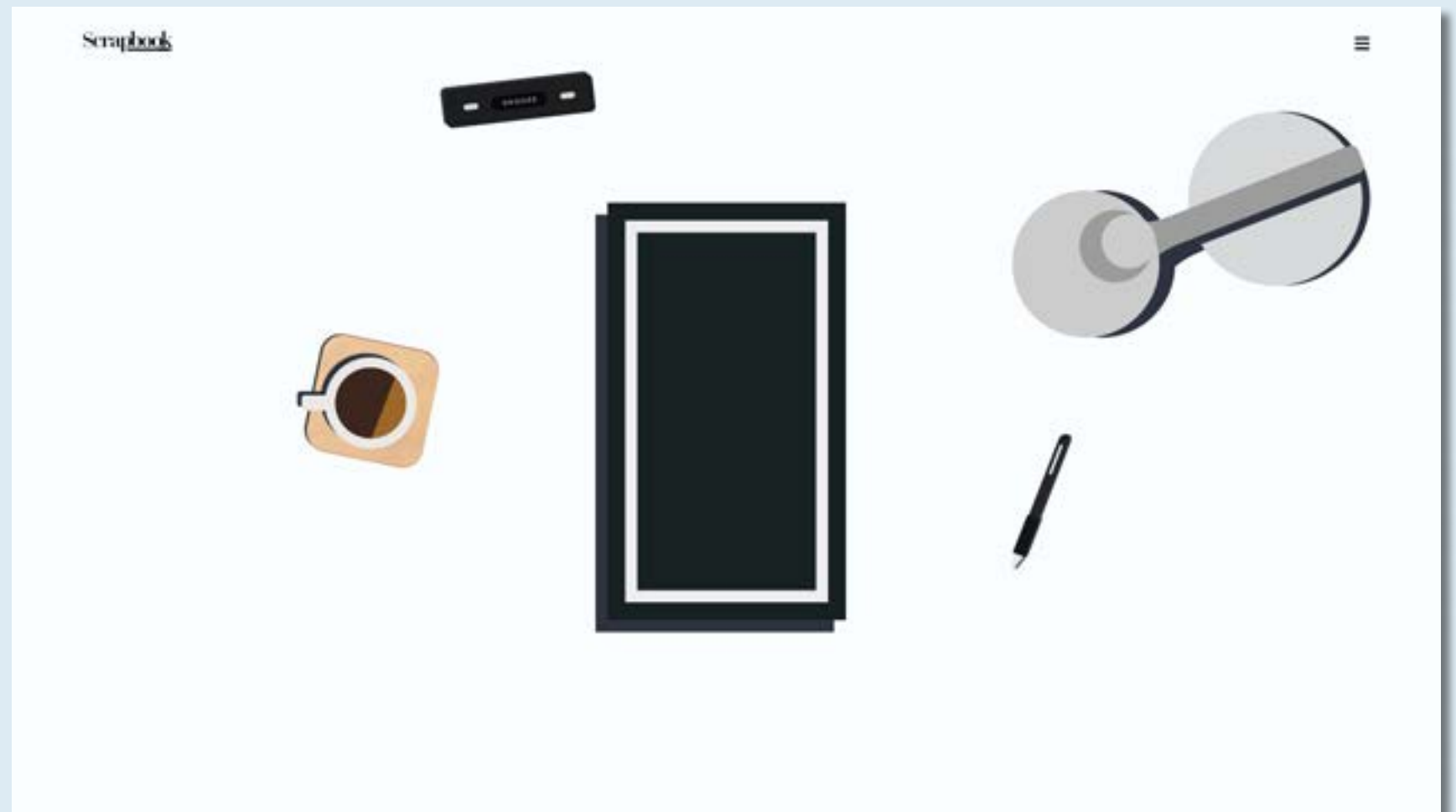
Can't really show motion on a report but this is the page in motion flipping.

Current Website

The current website as it stands is purely a blueprint of the final concept, Scrapbook.

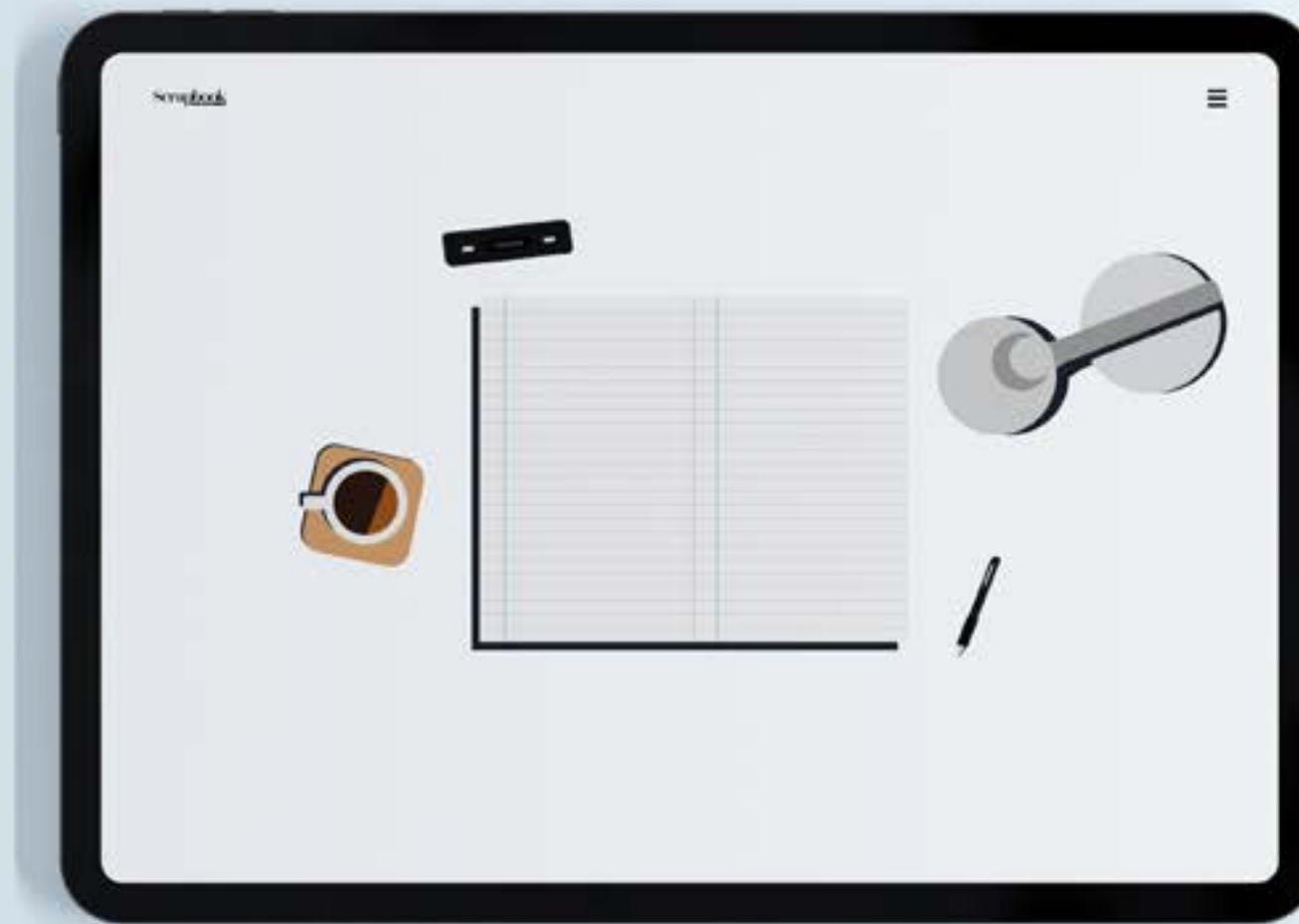
As a concept, Scrapbook is an online interactive journal that allows users to record and document their emotions and feelings related to books they have read, in order to later relive the nostalgia and share their experiences within and outside the reading community.

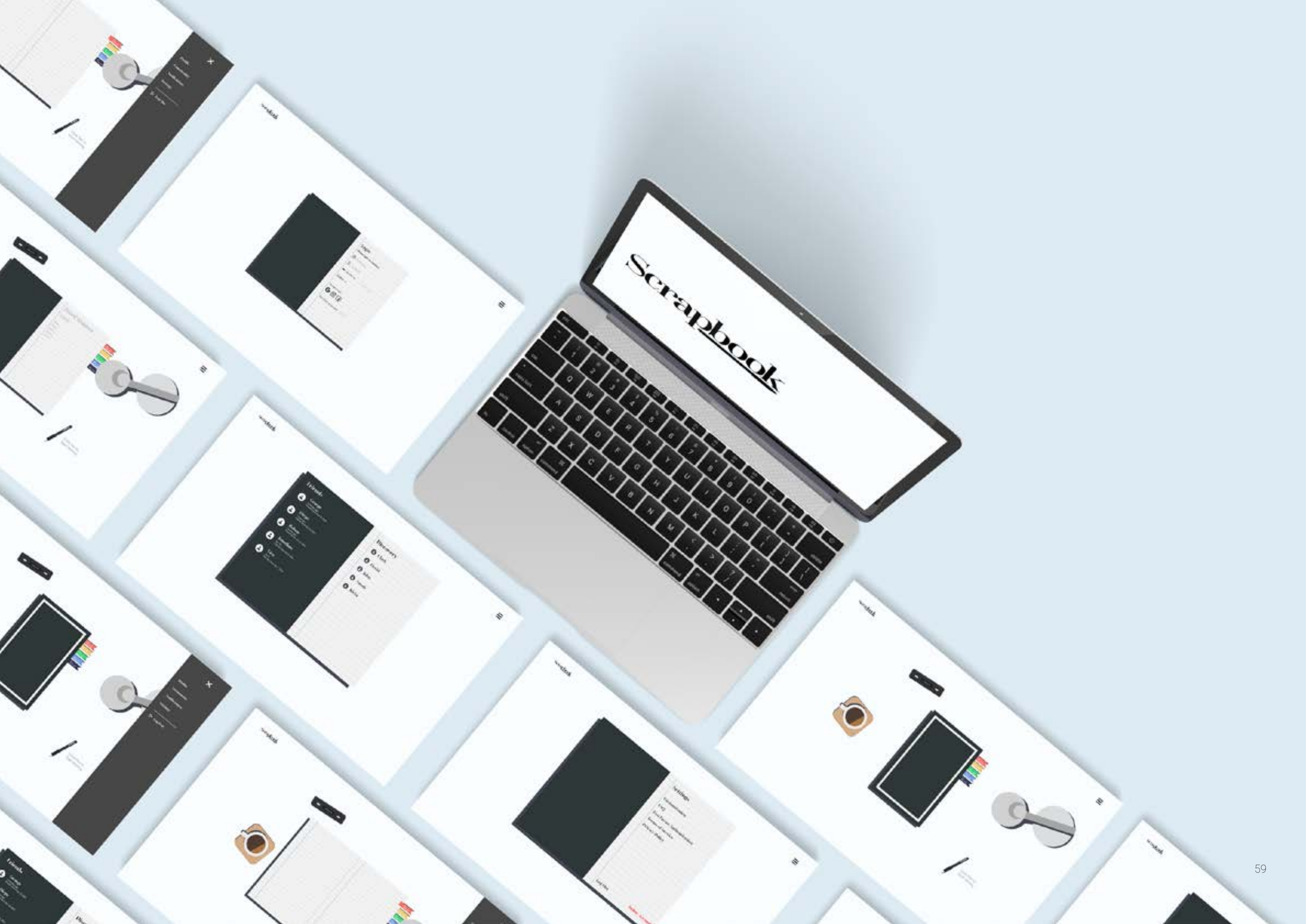
This offers users the chance to think back on their past and experience the same emotions they once used to, as well as the chance to interact with their communities and either receive new book recommendations, see what their friends are interested in, keep up with the current book talk, or have a way to express yourself within your book club.



Mockups

Scrapbook





The Future

I would love to fully develop the website with backend code in the future, giving both my audience and myself a chance to express ourselves more. It would be ideal if the visuals were updated and the items on the desk space had full functionality.

This capstone project has really made me reflect on my own life and the stories I have once read and forgotten. Looking into my past brought me a sense of comfort and clarity as this chapter in my life isn't coming to a close, as it's just one period in my life's overall story.

Creating my developing the ideas and outcomes gave me a communal feeling as I'm not only making this for myself as it's my passion but for a whole community that anyone can be a part of.

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Scrapbook

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