

WISDOM-X

An application for chatting with digital celebrities

UI/UX Design|2023
AIGC Workshop

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DESIGN PROCESS



Background

Social background, Objectives



Discover

User interview, Persona,
Competitive analysis,
Journey map



Define

Brainstorming, User flow,
Information architecture,
develop



Deliver

Style sheet, Hi-fi, Low-fi



Reflection

Takeaway, Outlook

01 Background

According to a report published by the database Lake House, we are in the golden age of data and artificial intelligence. In the six months since ChatGPT was launched, the world has woken up to the huge potential of AI

We believe that AI will usher in the next generation of product and software innovations that will create even greater demand. Therefore, in line with the development of AI, we participated in the AIGC workshop

Objectives

The project topic is on the "Wisdom-X" focusing on the **Accompany growth, enhance cognition**, enable young generation to enhance critical thinking skill and solve their confusions.



Trend analysis



Internet Era



Mobile Era




Human-Level AI




02 Discover


| Questionnaires

What we hear

 "When I ask my parents for help, they always don't understand me"

 "I often get bogged down in preparing arguments. I get stuck in my thinking"

 "The answer is not found in the daily contemplation of life"


 I don't know who to turn to for psychological problems

What they need

 An encyclopedia to solve their problems


 A friend to practice speaking English

 An interactive AI

 A way to improve critical thinking skills

 Understand the celebrity mind


What we summarize

 Willing to keep up with the pace of The Times, experience new things

 poor interaction

 Boring

 limited ability

 Have a high degree of acceptance of AI

 Like interactive communication and helps improve their minds

| User Interview

Jasmine
20 years old
A college student



"I get confused about questions that have no standard answers, such as: How do you find meaning in your life?"

Willian
35 years old
An entrepreneur



"In the process of starting a business, you want to get the experience of celebrity success"

David
23 years old
A debate player



"When preparing arguments I often get stuck in my thinking, hoping to improve my critical thinking ability"

Mary
25 years old
practicing spoken English



"The platform of video connection lacks supervision and practice efficiency is low"

| Design analysis

We aim to develop a communication platform featuring communicate with AI digital celebrity figures



This project addresses the need for interesting conversations



The rich knowledge reserve of celebrities increases the efficiency of communication.



Jack

Age : 22

Work: Student

Family situation : Single

location: Chengdu, China

"I don't know how to improve my critical thinking skills ,and I don't know who to turn to when I encounter troubles ."

Main Goal

- Communicate with AI and improve my critical thinking ability
- Solve confusion and find answers to questions
- Practice oral English to improve oral English

Expectations & Needs

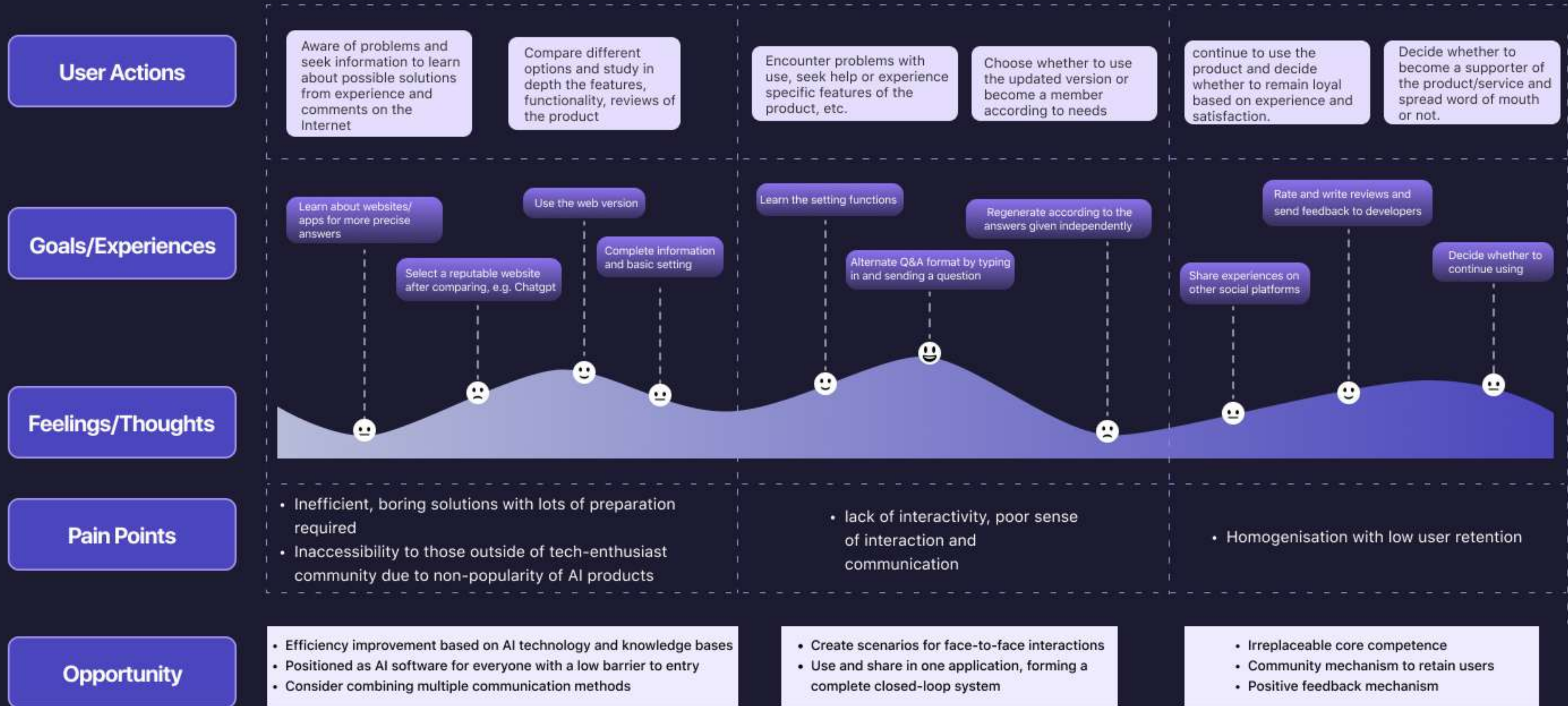
- Exercise my thinking through face-to-face speculation and debate
- There is a platform that can solve your current confusion
- Having a platform to communicate with people face to face can practice my oral English

Pain Points

- Inefficient to find useful information through reading
- Much of the global video-connection software is poorly regulated
- The cost of finding a professional foreign oral English teacher is high
- There will be personal privacy issues, some of which are difficult to talk about
- The circles of friend around is limited, difficult to find people who just happen to be in a certain field to consult

Journey Map

JOURNEY STAGE → SEARCHING → EXPERIENCE → FEEDBACK



Competitive analysis

Positioning

Main Function

Interactive Design

User Experience

ChatGPT



Generate
Pre-
Training
Model

Generate conversations, essays, answer questions, and communicate with people in human-level language

- Multiple chat window
- The first level page has more content

Advantages

- Provide prompt, professional answers
- Can be used in many fields

Shortages

- Answering questions through chatbox
- Lack of human touch and authenticity
- Limited handling of emotional issues

Call Annie



Online
Companionship

Practice speaking skill and communicate with people in human-level language

- Single communication window
- Clean interface, single content

Advantages

- Based on chatgpt, large database
- Video chat, more realistic

Shortages

- Lack of characters
- Poor accessibility for domestic users
- Only have facial expression, which is rigid
- Pay more attention to the daily communication

03 Define

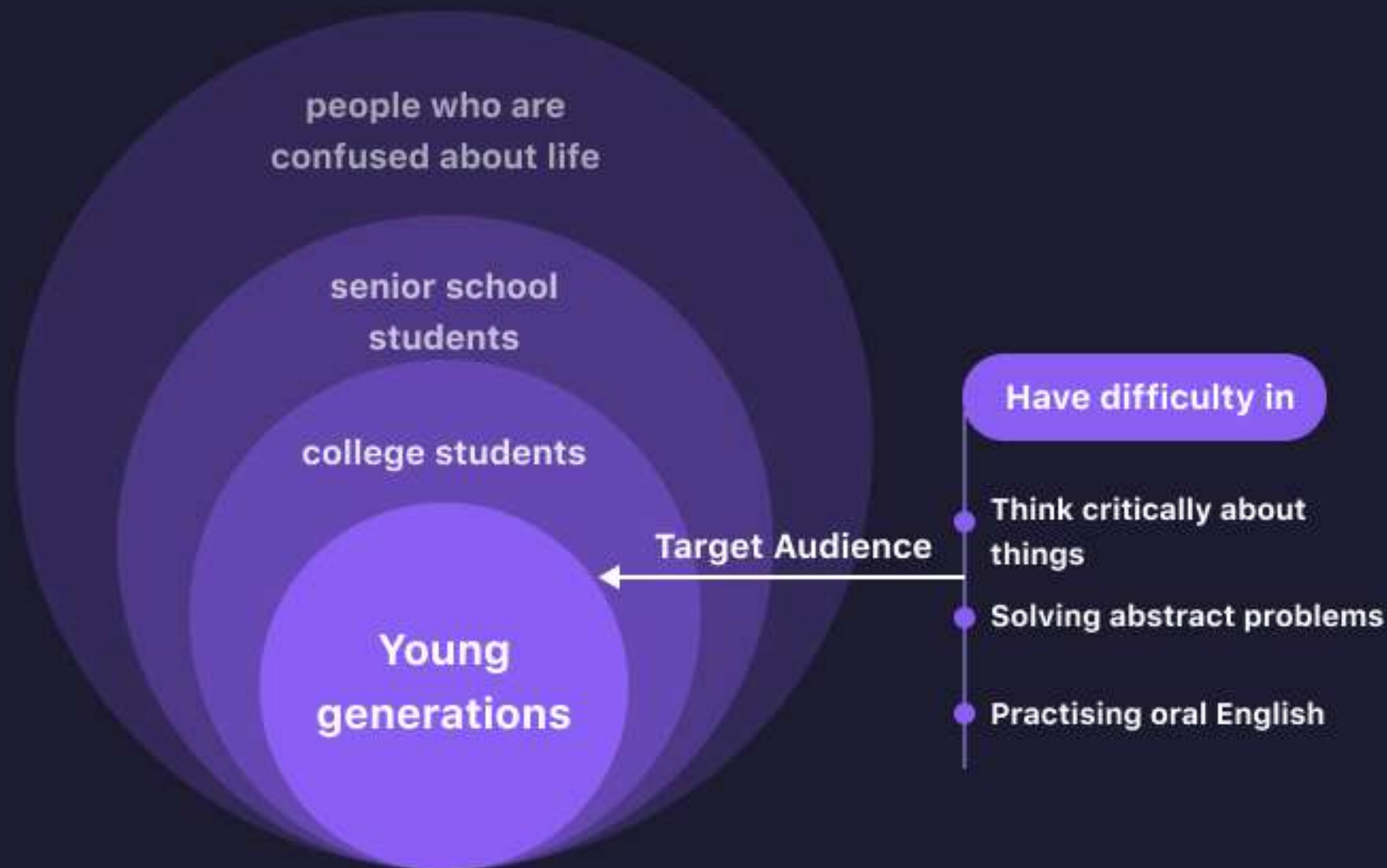
Ideation

We positioned the project as "AI celebrity educator digital human dialogue platform", but with the deepening of the research we found that the audience positioning in the field of education is actually limited, people have more needs in other aspects, such as improving their critical thinking ability, solving emotional and psychological problems, solve life's confusion .



Milestone of Thinking

Target Audience



People who wants to learn how wise people think ,desiring to achieve self-growth and improve their thinking .

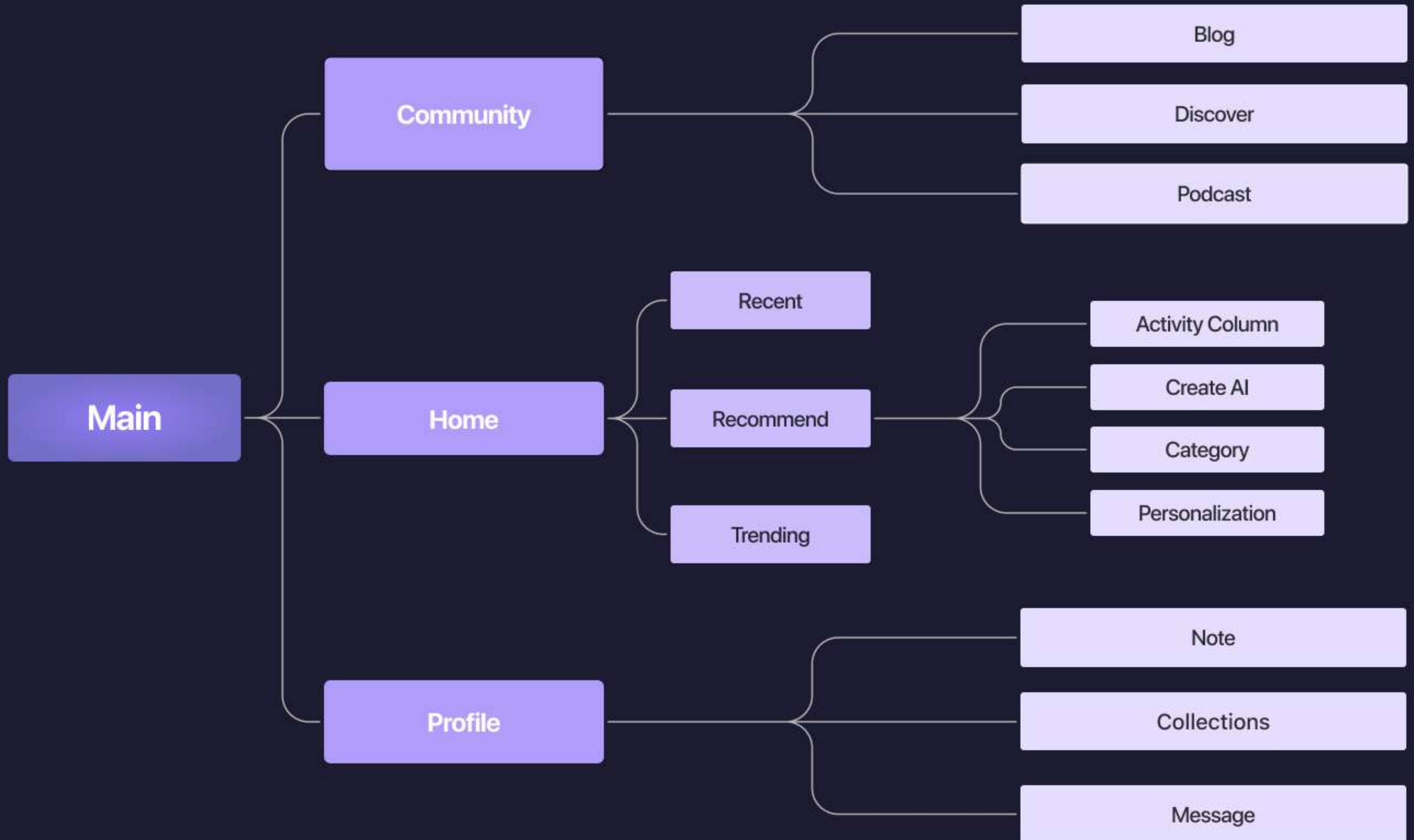
Target Direction

After a lot of research and analysis, we positioned the product as a **"Dialogue platform for communicating with AI digital celebrities to improve thinking ability and solve life puzzles"** by asquiring the minds and thinkings of celebrities

1. Build AI 3D digital virtual celebrities
2. Different modes of conversation
3. Provide celebrities in different fields
4. Select different scenarios and modes
5. Provide a platform for communication
6. Create your own ai digital human

04 Deliver

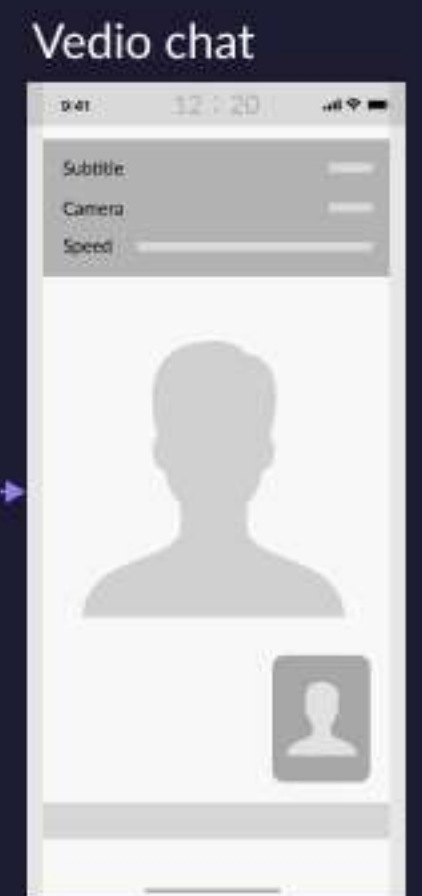
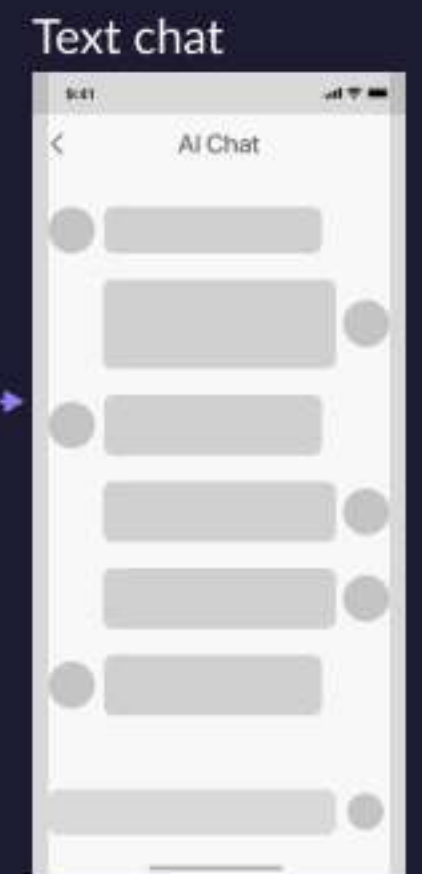
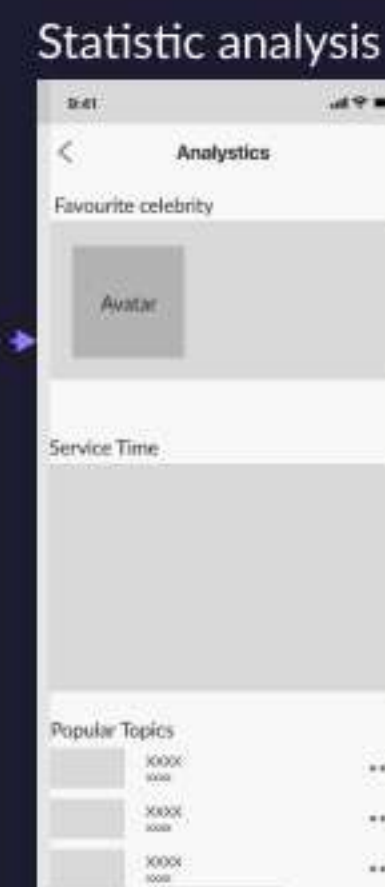
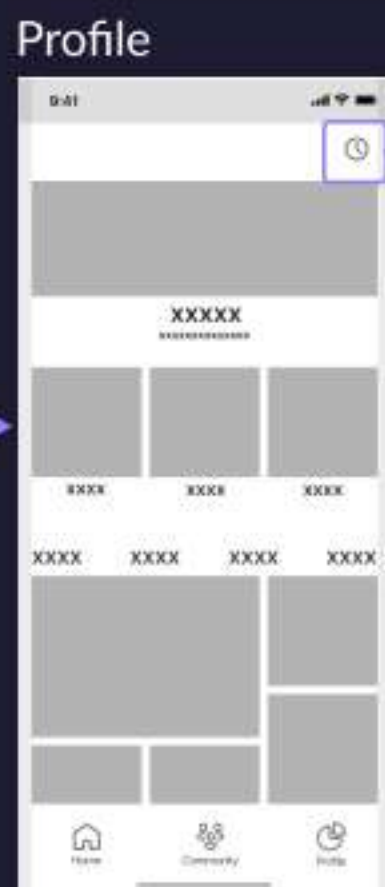
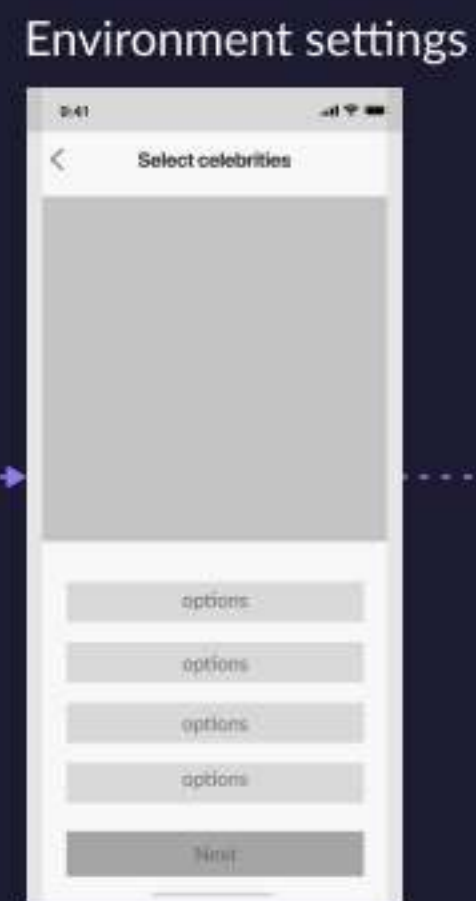
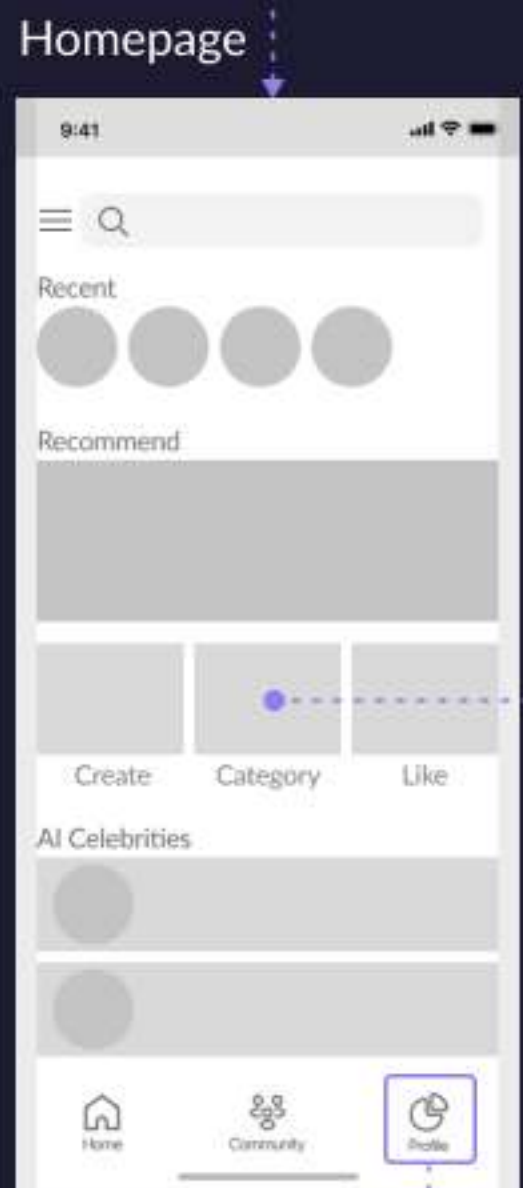
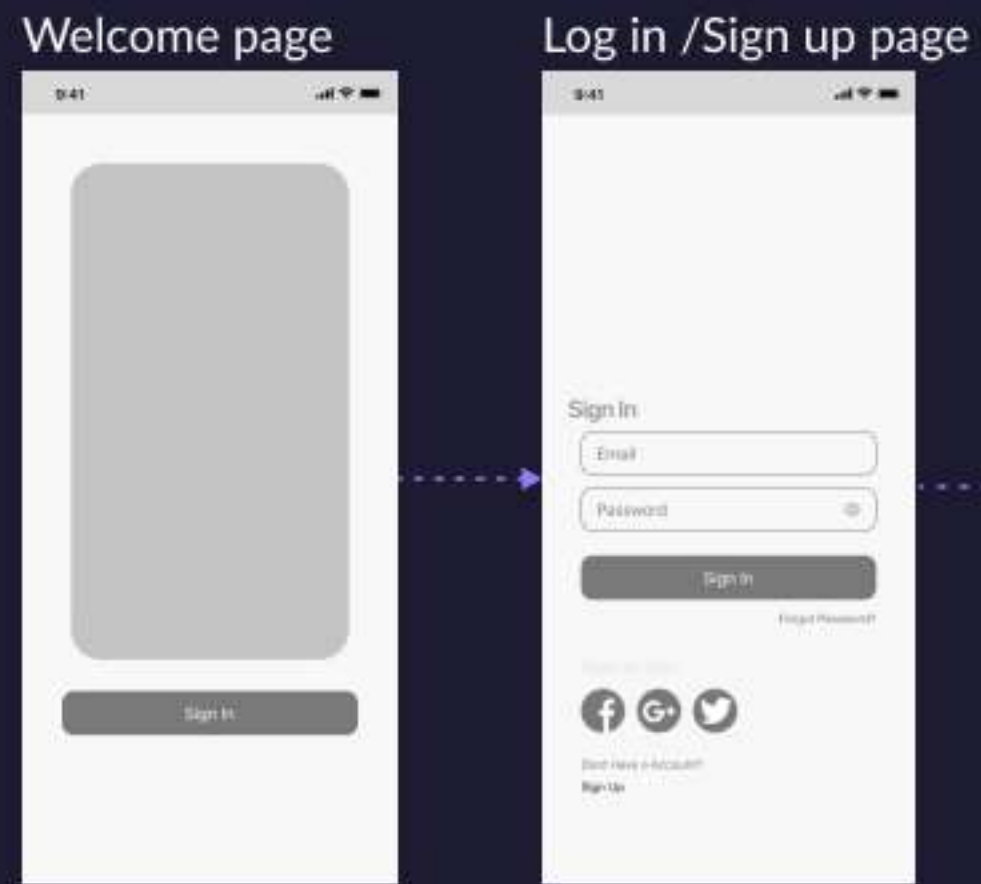
| Information Architecture



User flow

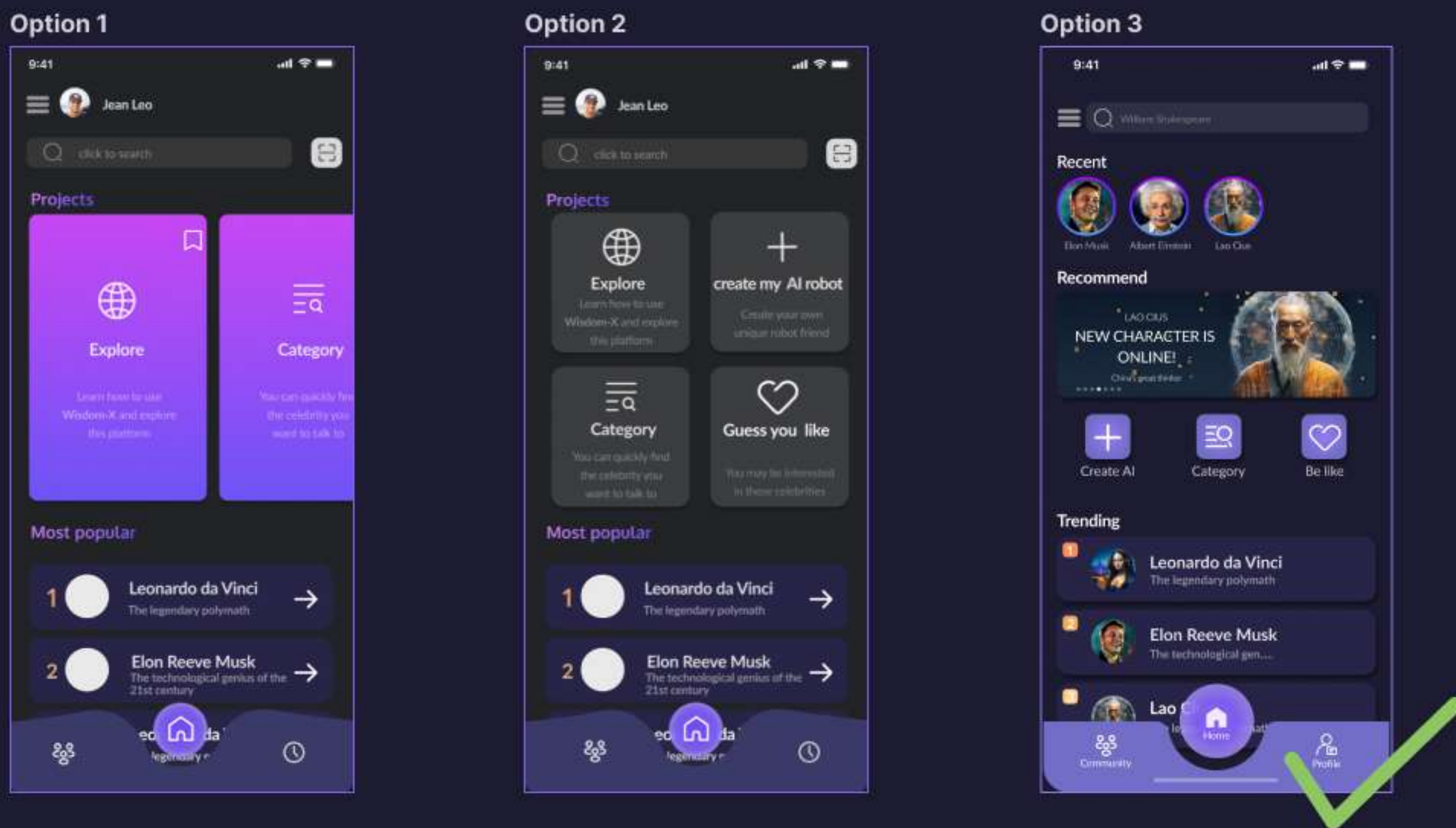


Low-Fi Excerpts



Iterations : Homepage and conversational forms

#1 Homepage Design



|Design Decisions

We choose option 3 because:

- In Option 1, we designed it as a sliding page, but this increased the difficulty of operation
- In Option 2, we put four functions into four cells. But with the deepening of the design, we found that users needed a quick entrance to continue the last chat
- In Option 4, we also added a promotional poster scrolling on the main page to recommend the latest people or activities.

#2 Text chat or Vedio chat



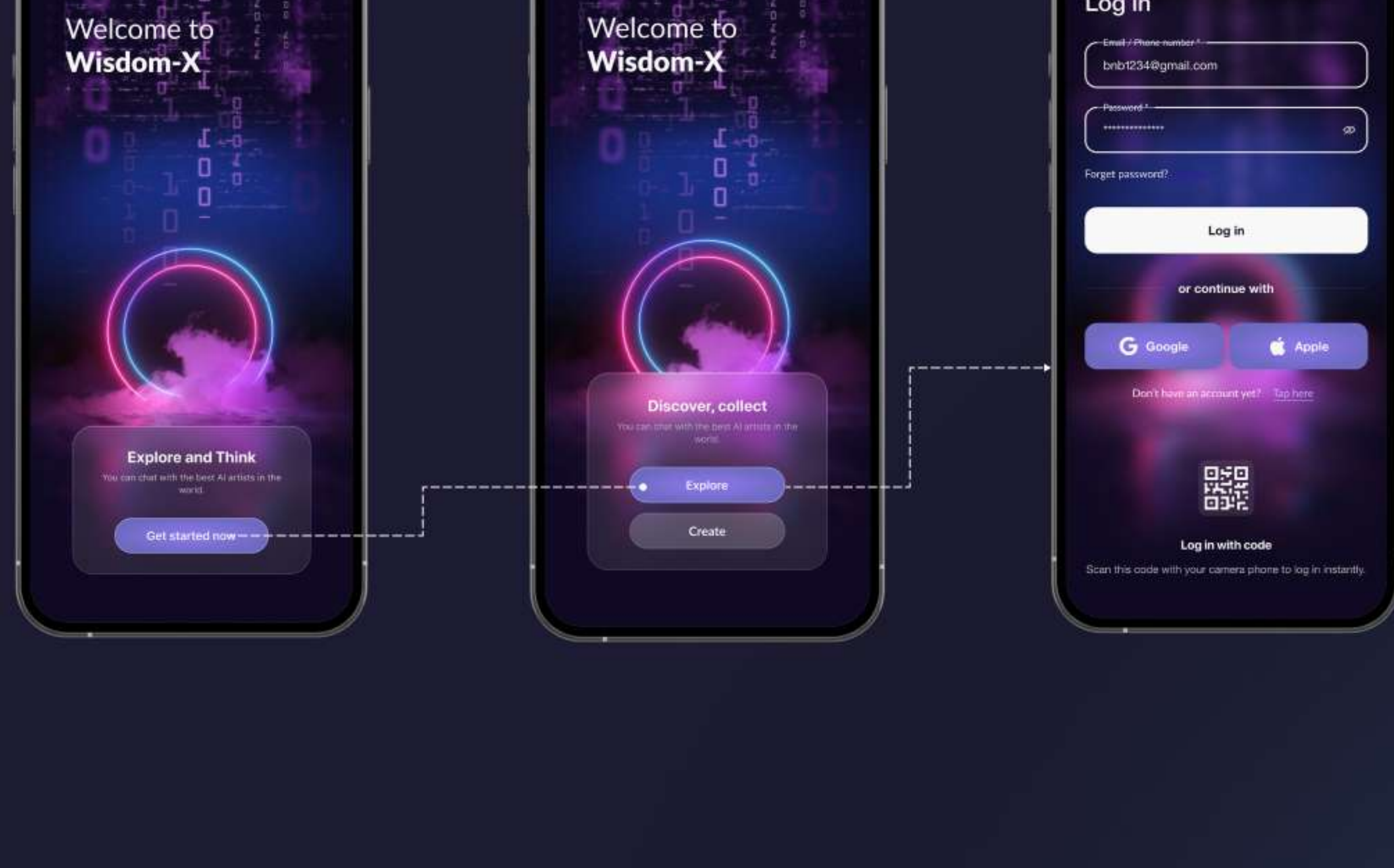
|Design Decisions

At first, we wanted to use chatbox to talk with AI digital people, but with the deepening of research, we found that using virtual celebrity portraits is more interesting, more vivid and intuitive in the process of face-to-face communication.

We choose both because:

- **Chatbox** is a more convenient option for users who want answers to their questions.
- **Vediochat** format might be a better choice for those who wants to improve their oral and critical thinking skills through conversations with celebrities
- We designed vediochat to look like a video phone, making it more like a "friends talk"

Welcome page and Sign in / Log in



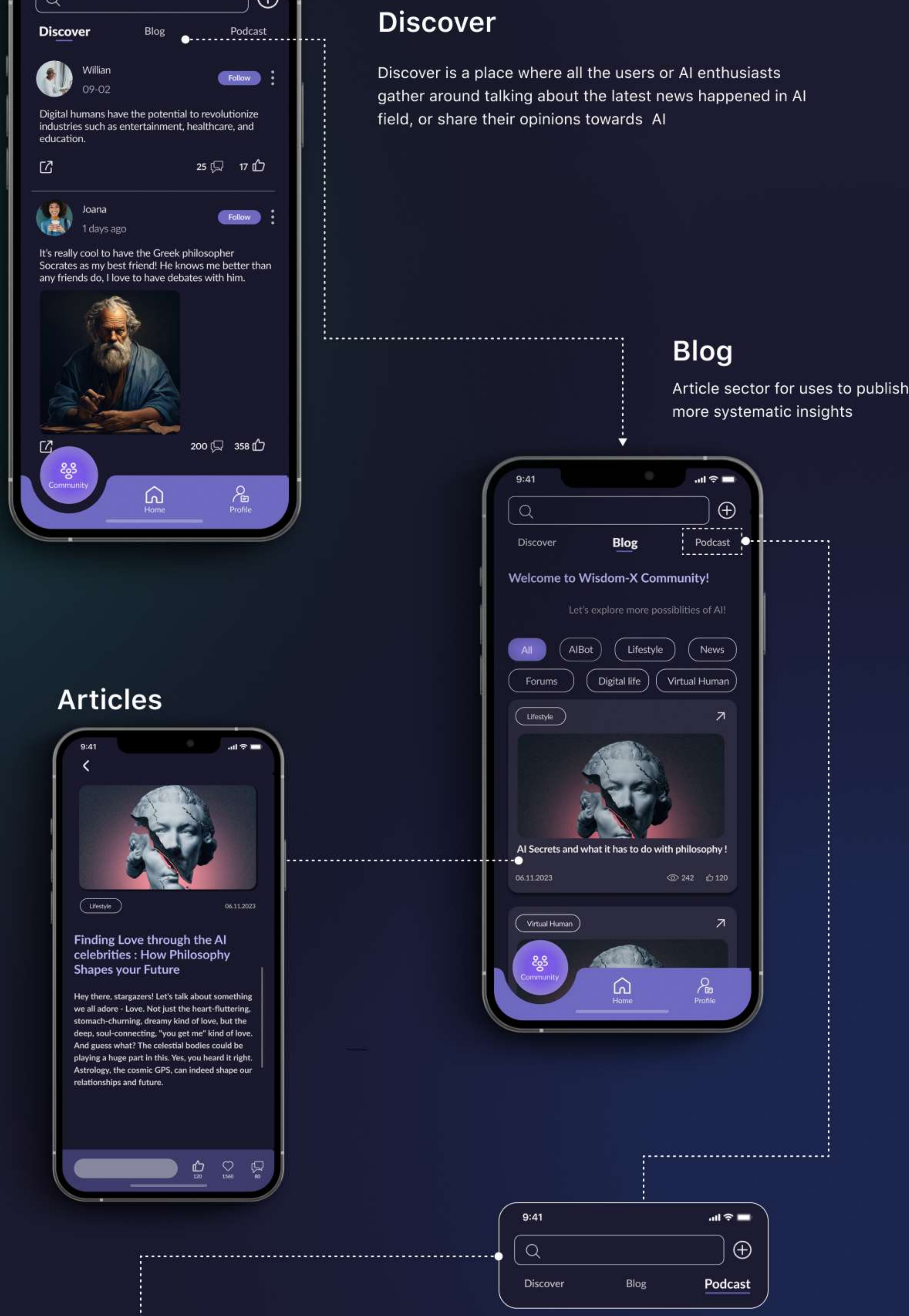
Homepage showing all the main functions



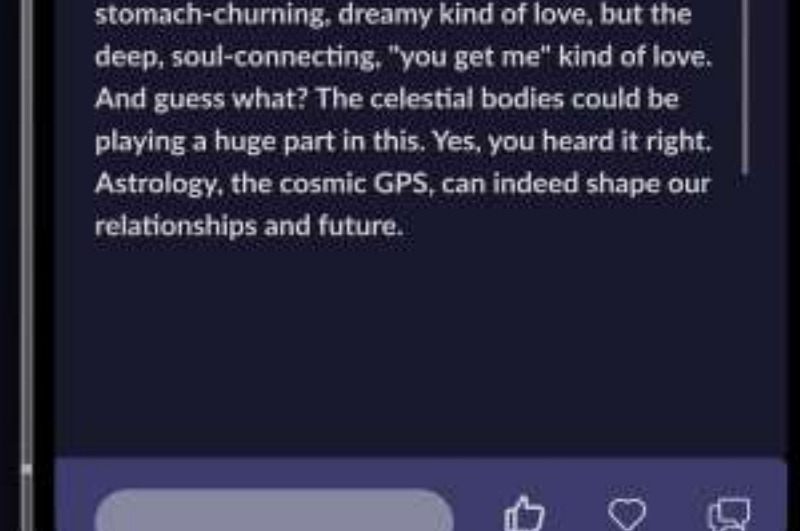
Profile screen



Share your opinions and building connections with AI or strangers



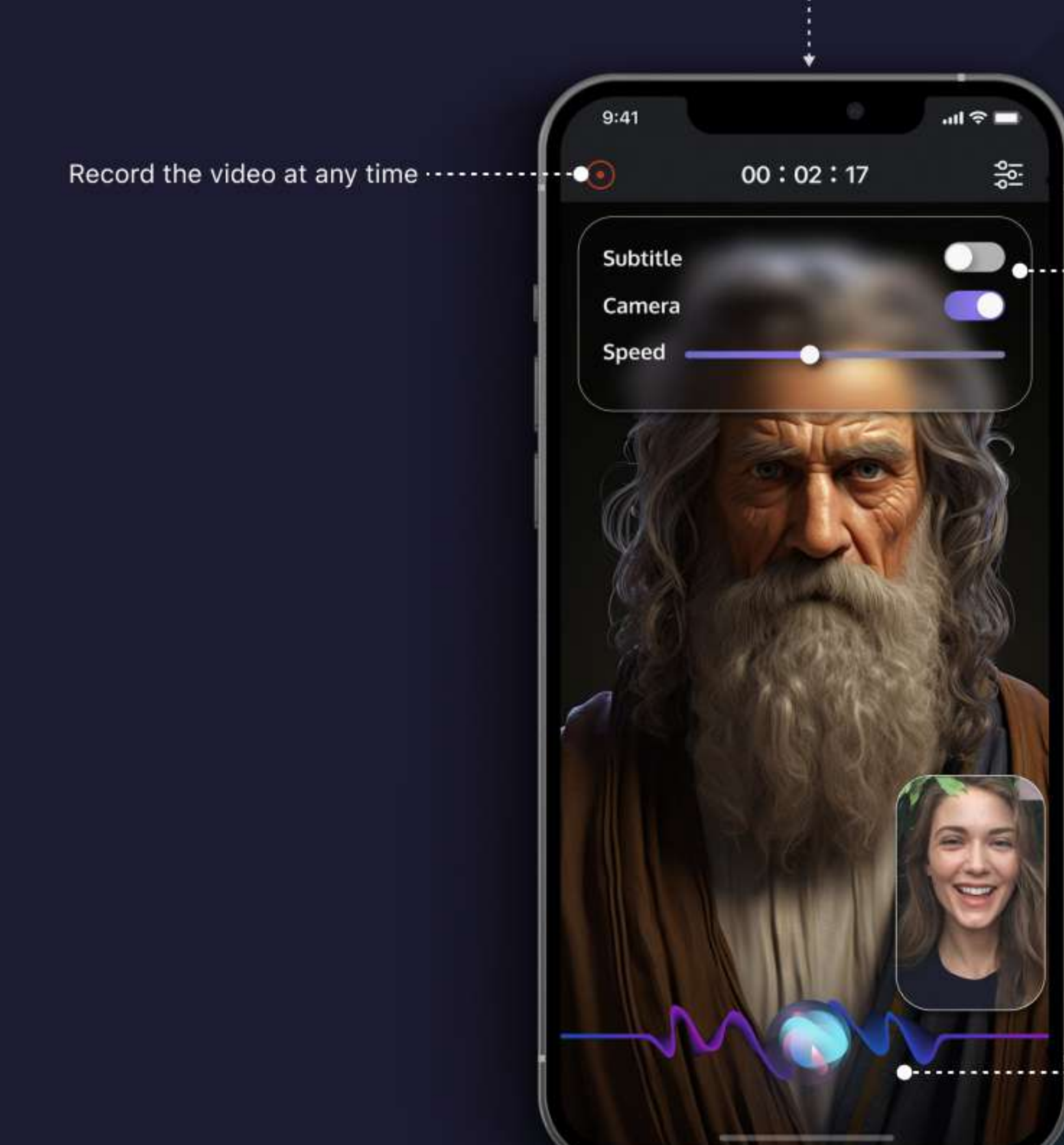
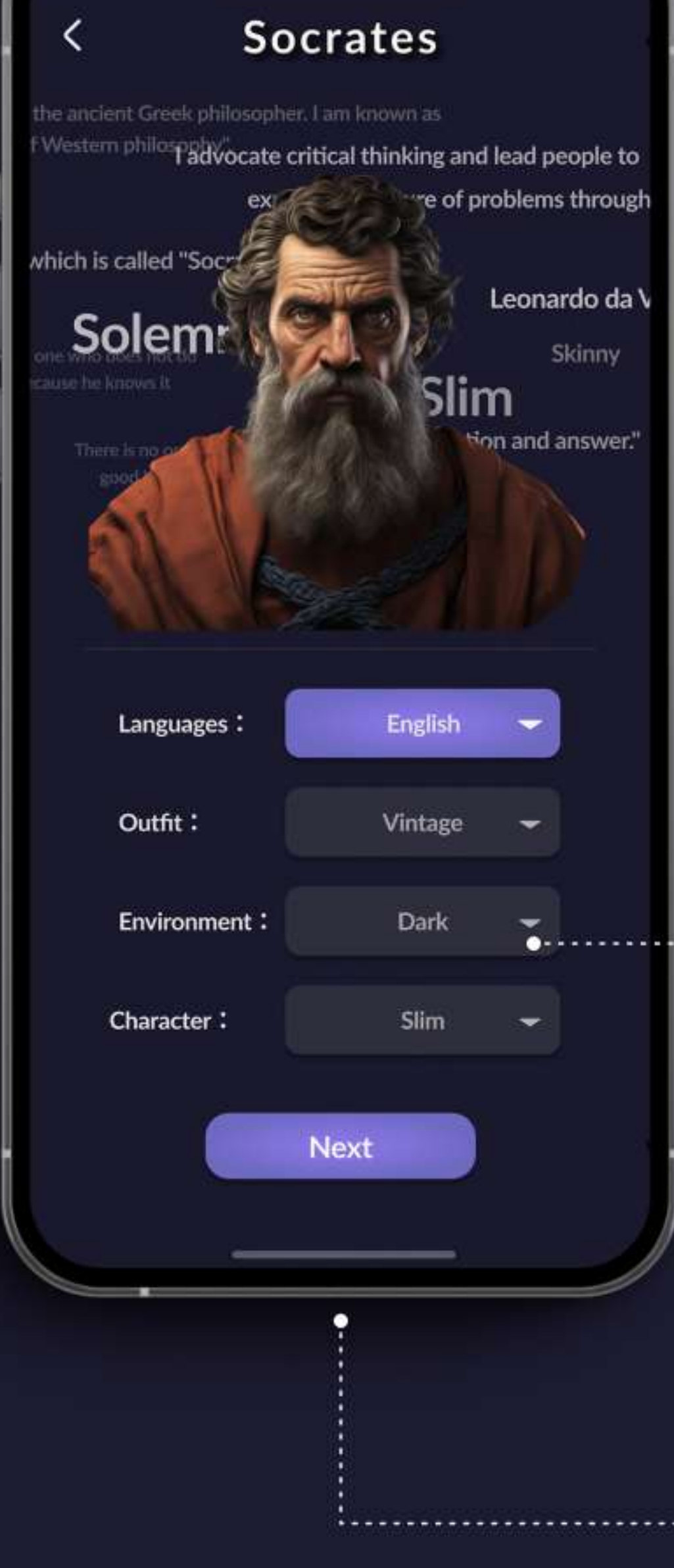
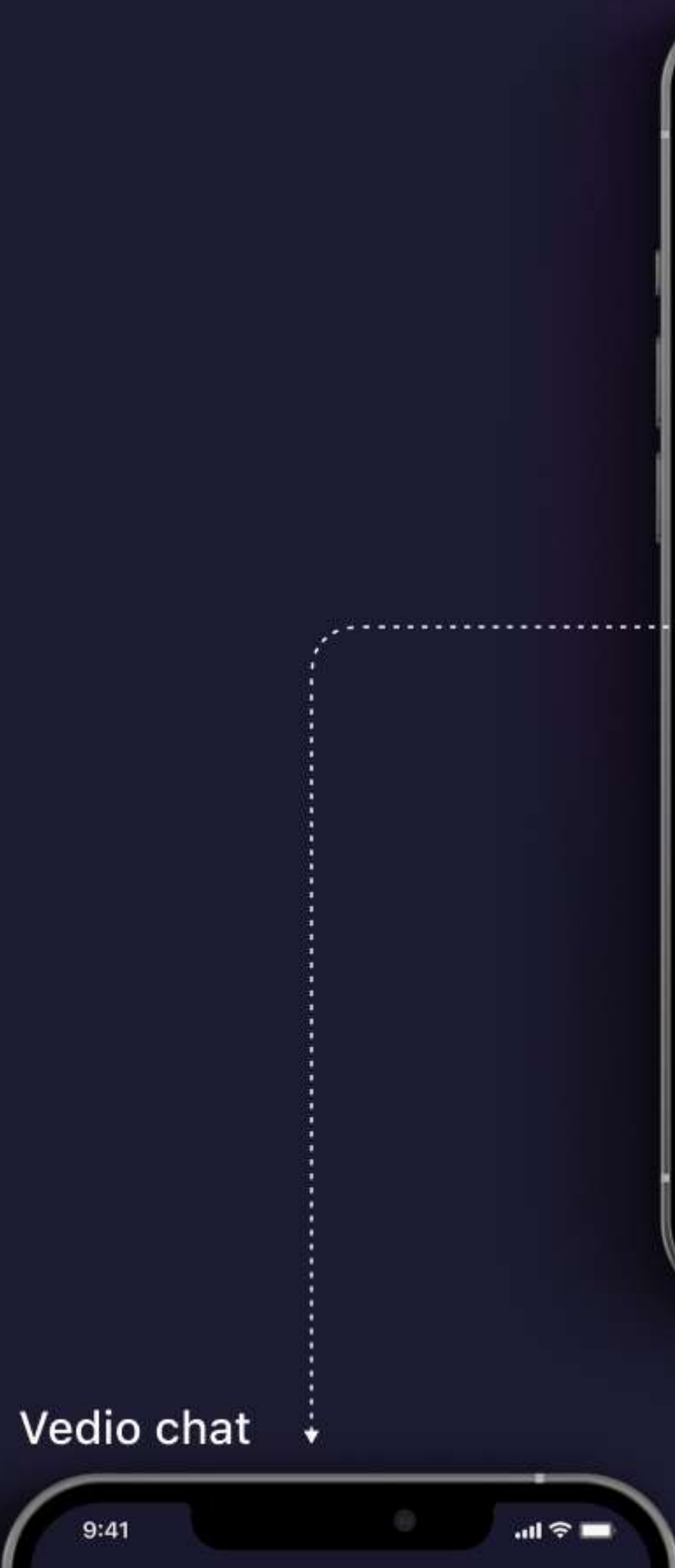
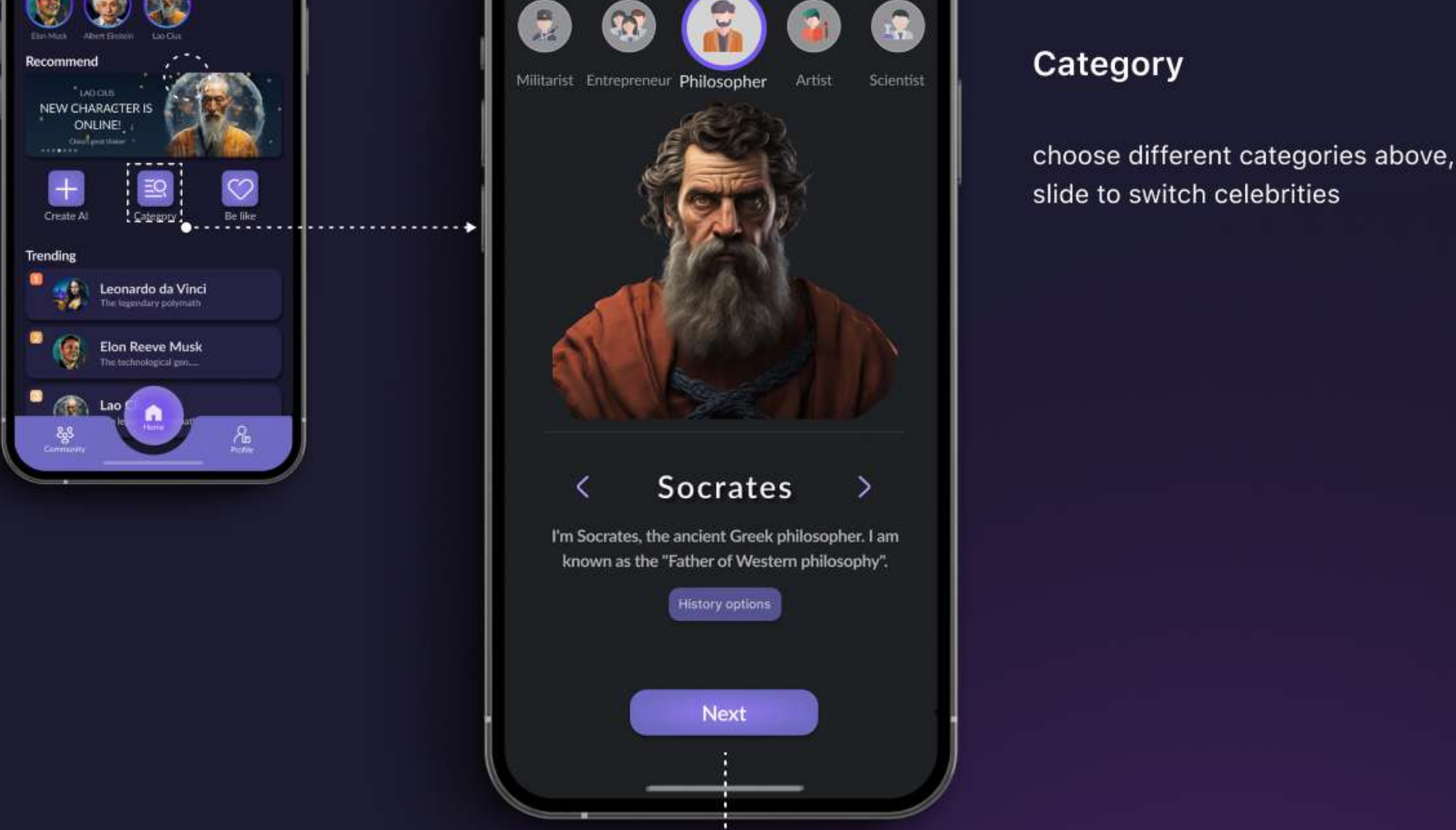
Articles



Podcast



Chat with AI celebrities!



You can choose whether to show subtitles, whether to open the camera and adjust the speed at which celebrity speak

Click to speak

Style Sheet

Color

Brand colors



Secondary colors

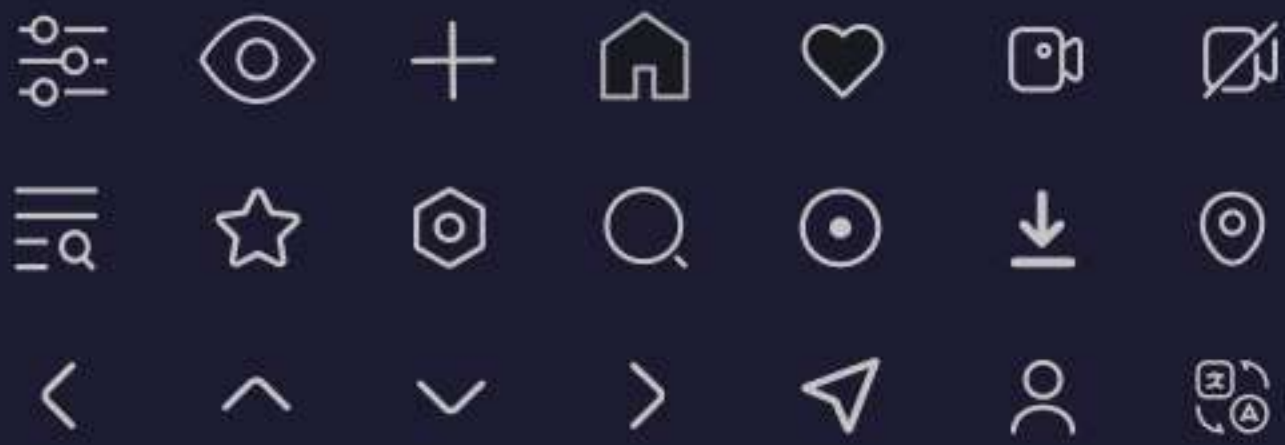


Netural colors



Icons

35 线性

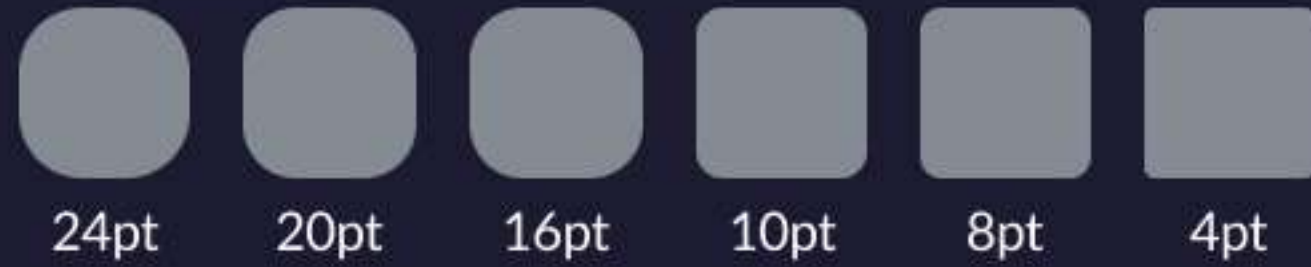


25 面性



Visual detail

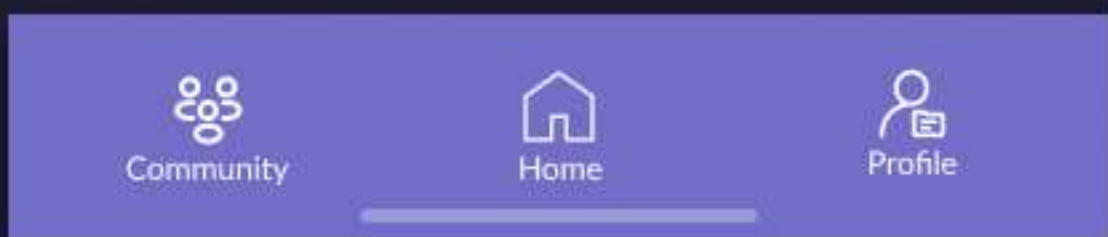
Rounded corner



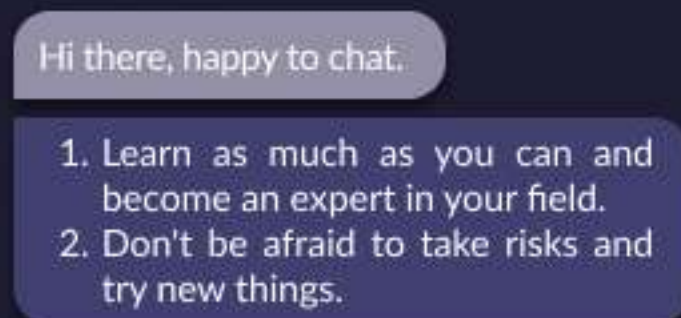
Navigation bar



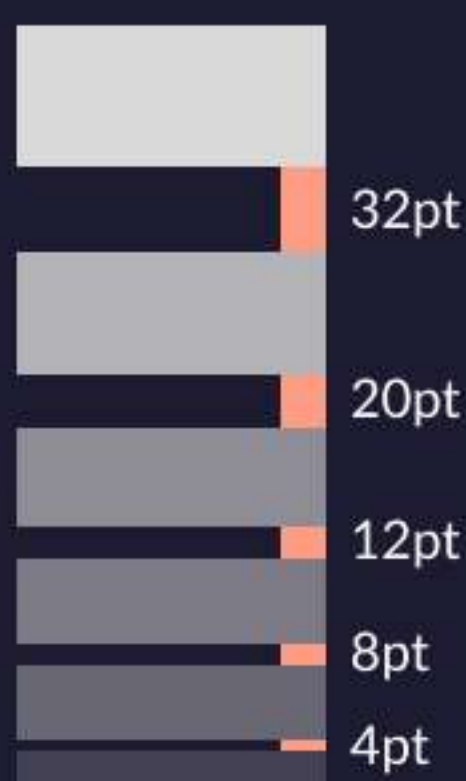
Tab bar



Messages



Spacing



Margin number



Logo WISDOM-X
WISDOM-X

Font

Lato 32 32px|Large title

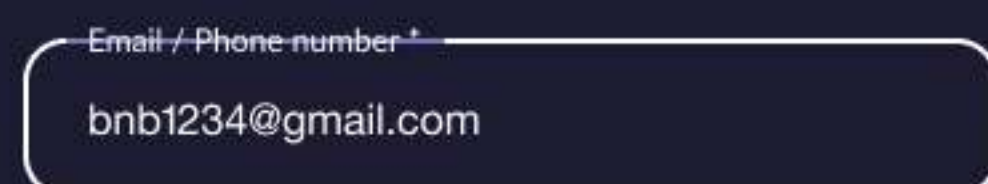
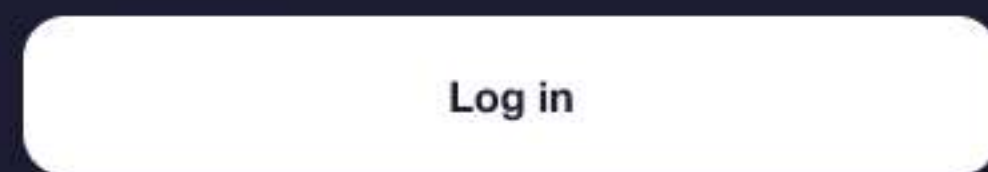
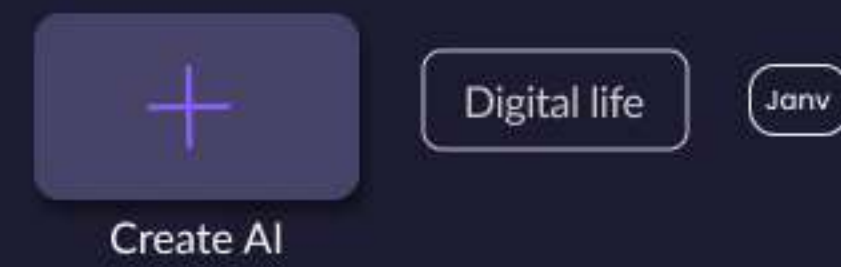
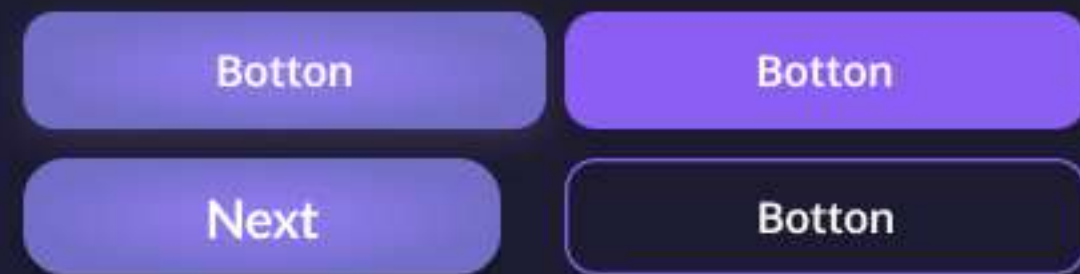
Lato 20 20px|Title

Lato 16 16px|Body

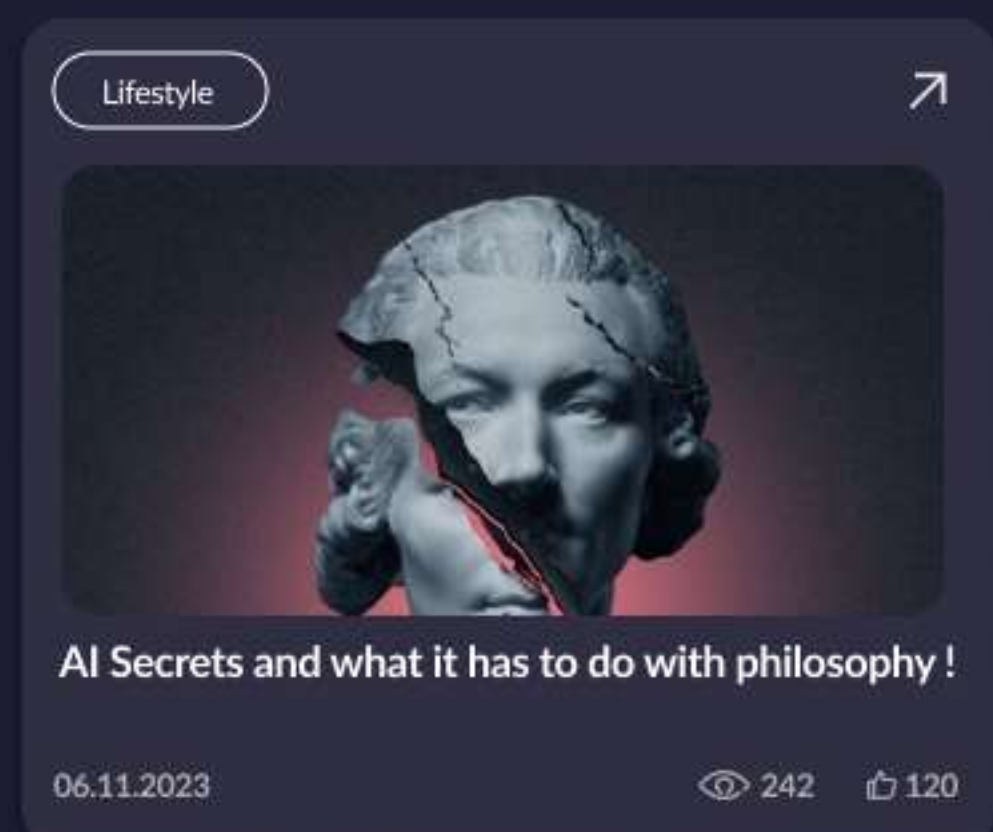
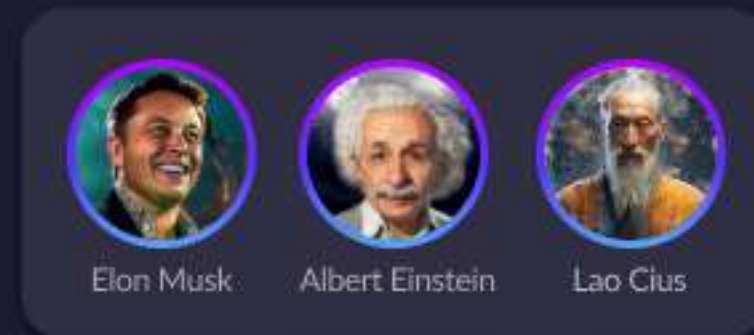
Lato Lato 16px|Subhead

Interactive components

Buttons



Contextual menu



05 Reflection



"My hope is someday, we can capture the underlying worldview of that Aristotle - in a computer. And someday, some student will be able not only to read the words Aristotle wrote, but ask Aristotle a question, and get an answer!"

- Steve Jobs, 1985

"Wisdom-X" represents a bridge between the boundless world of AI and the intricate tapestry of human cognition. It embodies the belief that [access to the wisdom and insights of our idols should be a universal right, transcending barriers of time, location, or privilege.](#)

However, we may have overlooked certain finer details. We didn't apply advanced techniques like stable diffusion model for AI fine-tuning, a missed opportunity to enhance the quality of our digital personas. Additionally, we regrettably didn't complete the necessary product testing phase, an essential step in ensuring a reliable user experience. As we move forward, we are committed to addressing these areas of improvement and striving for excellence.

This project signifies not only an artistic endeavor but [a commitment to democratizing knowledge, opening doors to new possibilities, and empowering individuals on their journey towards personal growth and progress.](#) Thank you for joining us on this transformative adventure.

2022

PO  T F O L O  O

2021

Zhang Shumeng

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01 Project1-Eco
Remediation of Binjiang wetland park

02 Project2-Tank
Reconstruction of oil tank zone

03 Project3-A Piece of Garden
Design of pocket park

04 Project4-Pop Up Precinct
Design of commercial experience space

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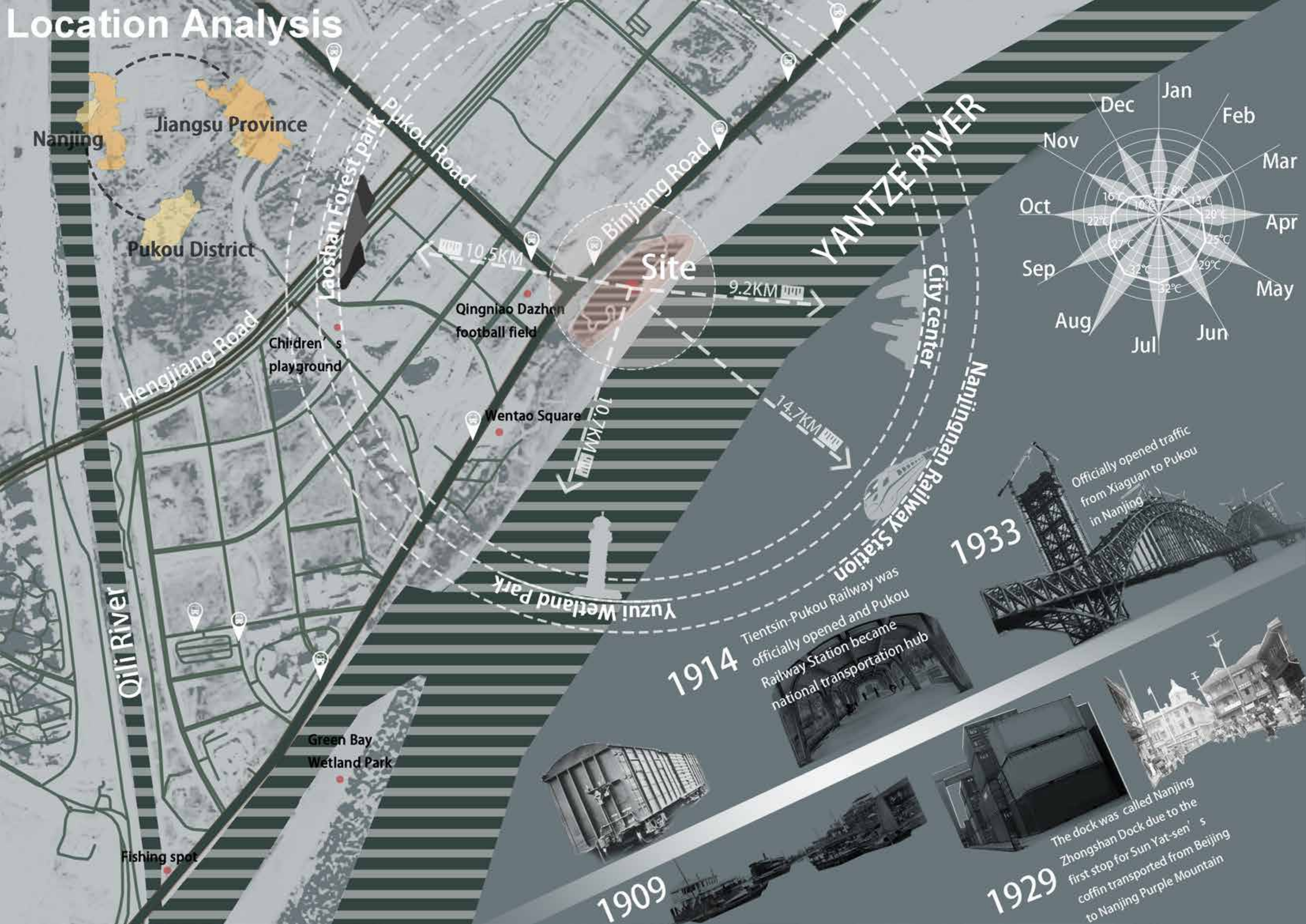
Nanjing University of Information Science and Technology
Language:Mandarin, English (IELTS 6.5)
Computer skills:AutoCAD, Photoshop, Illustrator,
SketchUp, Rhino



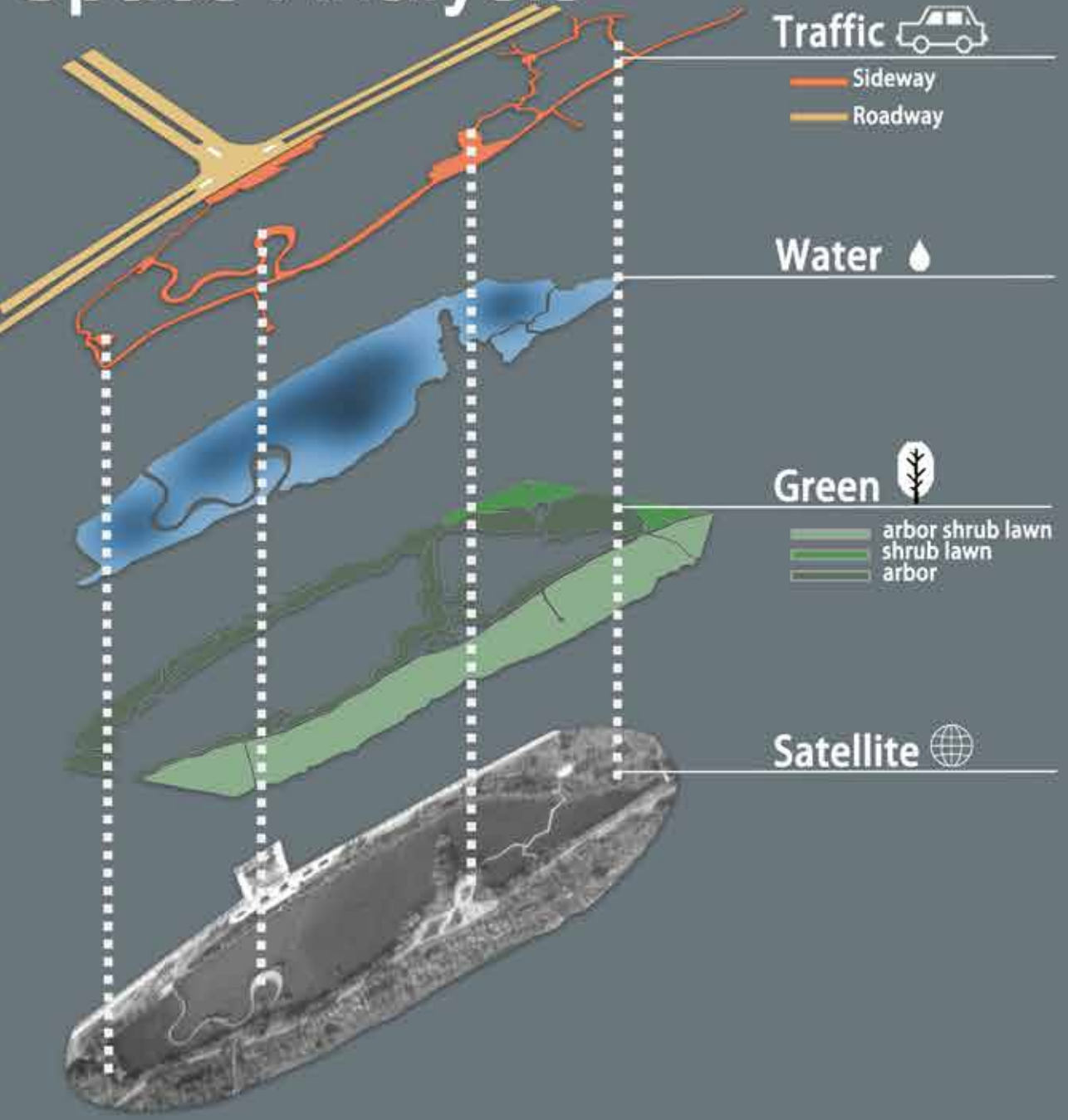
01-Eco

The site is located in Binjiang Park, southeast of Binjiang Avenue, Pukou District, Nanjing City, Jiangsu Province. It faces the Yangtze River in the east and is surrounded by the undeveloped Jiangbei New District planning area. As an urban landscape promenade along the river, due to the passage of freighters in the Nanjing section of the Yangtze River and the lack of monitoring and management, this place is not ornamental and functional. The project is designed to make it an attractive and environment-friendly wetland park by adding vertical spatial diversity and phytoremediation to the original landscape structure.

Location Analysis



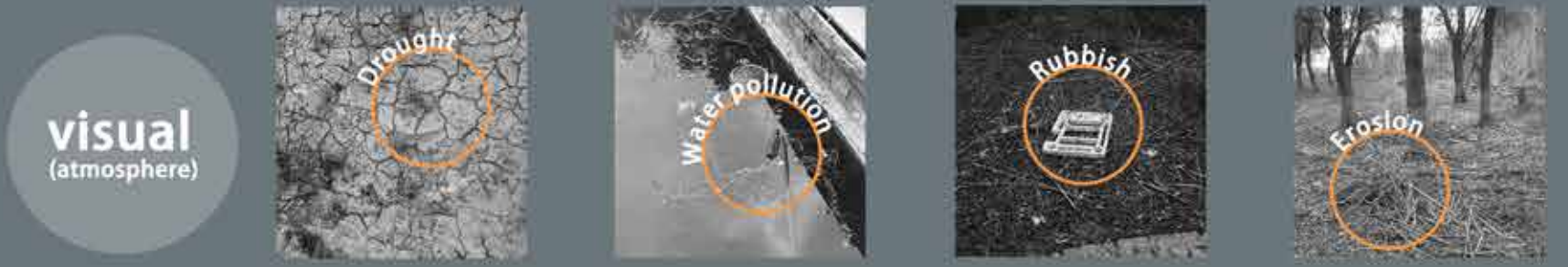
Space Analysis



Current Activities



Issues and Solutions



Bank Production



Theme adding



Surroundings connection

Evolution of Plant Natural Restoration

0-1 year

Just starting to clean up the wetlands including removing plastic waste, falling branches and weeds, putting it into its natural form.



1-2 years

Planning and planting according to the location and climate, allowing them to grow slowly and gradually, making sure that plants' growth are beneficial to restore the function of soil and wetland.



2-3 years

Implanting the landscape node and corresponding landscape space, gradually introducing flowers and shrubs to strengthen functionality and ornamentality.

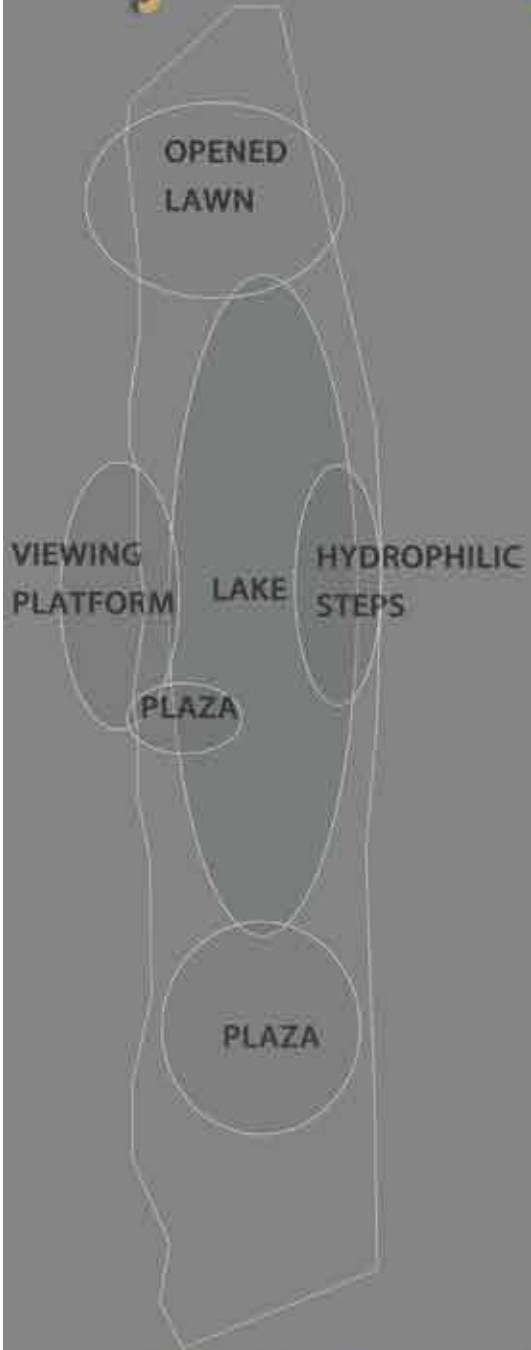


3-5 years

Through the changes of time, restore the appearance of natural ecology and achieve a harmonious symbiosis between human being and nature.



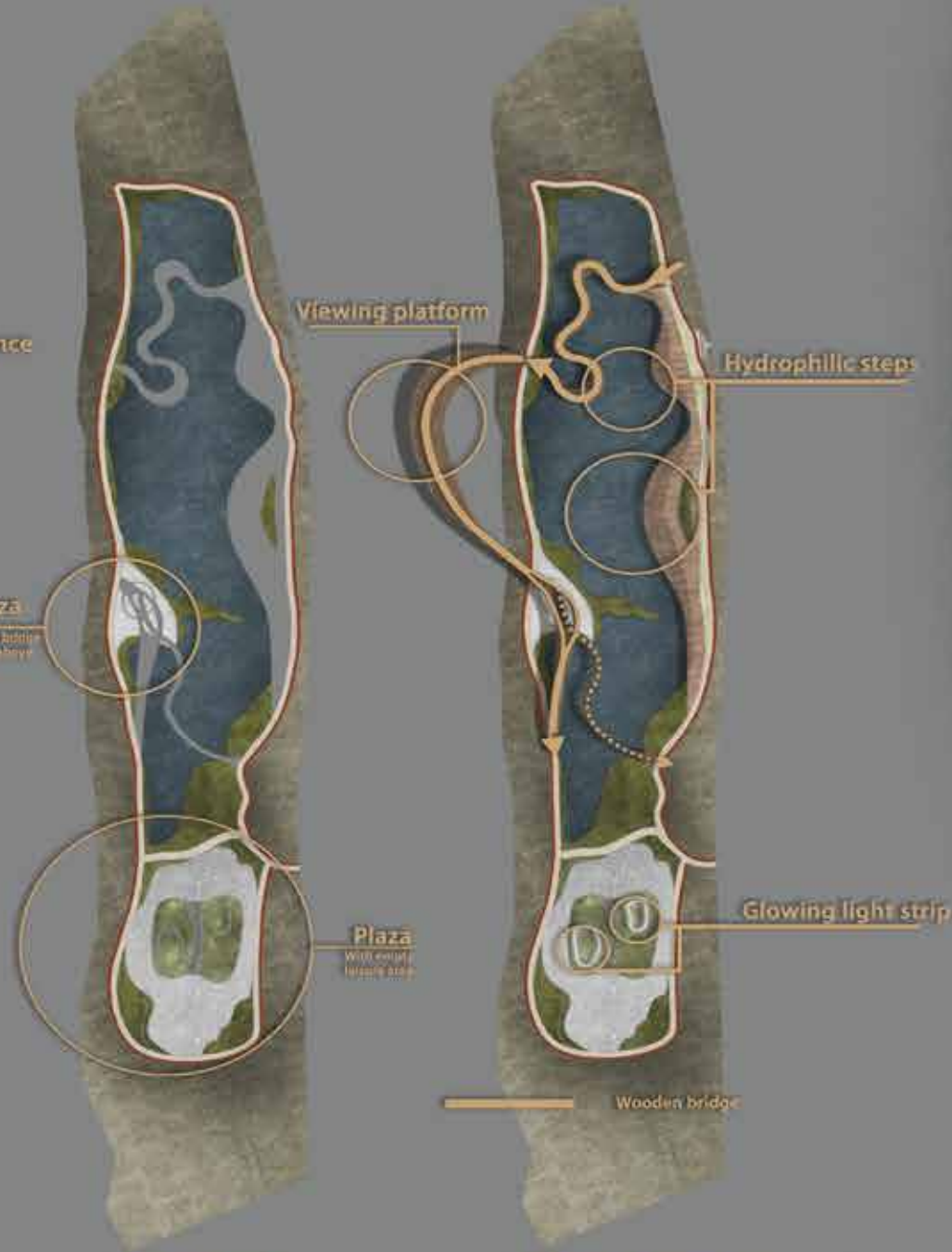
Layout Analysis



Planning



Water System



Layout



Structures

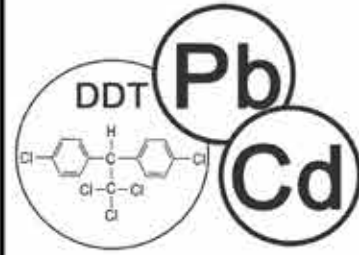
Master Plan

- ① Entrance
- ② Wooden steps
- ③ Wooden bridge
- ④ Viewing platform
- ⑤ Downstair
- ⑥ Plaza
- ⑦ Central lawn
- ⑧ Exit
- ⑨ Bridge plaza
- ⑩ Hydrophilic steps



Water Quality Improvement

River Pollution-Classification



PESTICIDES such as DDT – which were highly toxic, persistent and bioaccumulating and some heavy metals existed at a risky dose in the river.



IMMISCIBLE LIQUID may be present as oils, greases or tarry substances, often in the form of an emulsion. Oil in water will spread over the surface to form a film, a small quantity of oil is likely to pollute a large areadue to the reduction of O2 diffusion from air to water.



SUSPENDED SOLID refers to small solid particles which remain in suspension in water as a colloid or due to the motion of the water.

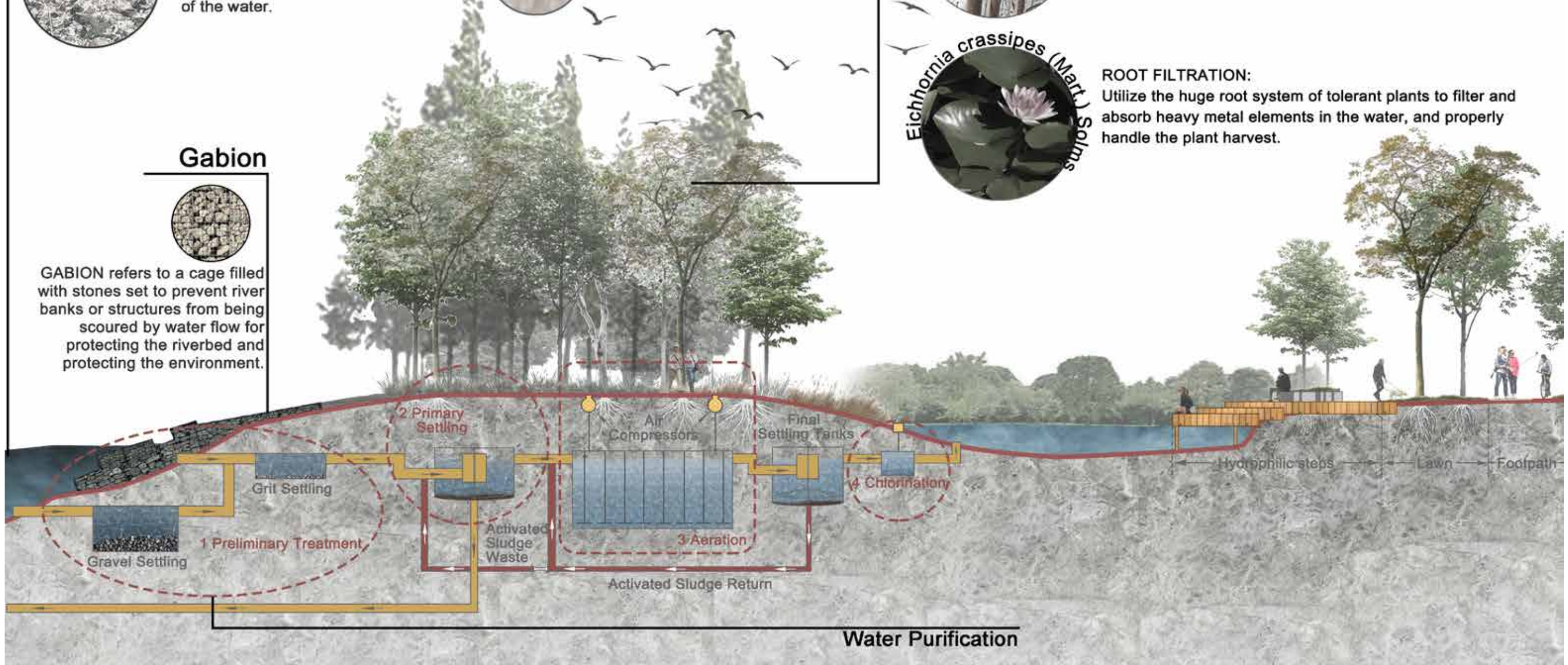


BIOLOGICAL POLLUTANTS are organisms that may be harmful to other forms of life, but they have to be ingested to have any effects.

Gabion



GABION refers to a cage filled with stones set to prevent river banks or structures from being scoured by water flow for protecting the riverbed and protecting the environment.



Wetland-Phytoremediation



PLANT EXTRACTION:
After the heavy metals are absorbed by the plant roots, they are then transferred and stored to the stems and leaves of the plants, and then the stems and leaves are harvested to remove heavy metal elements from the soil.

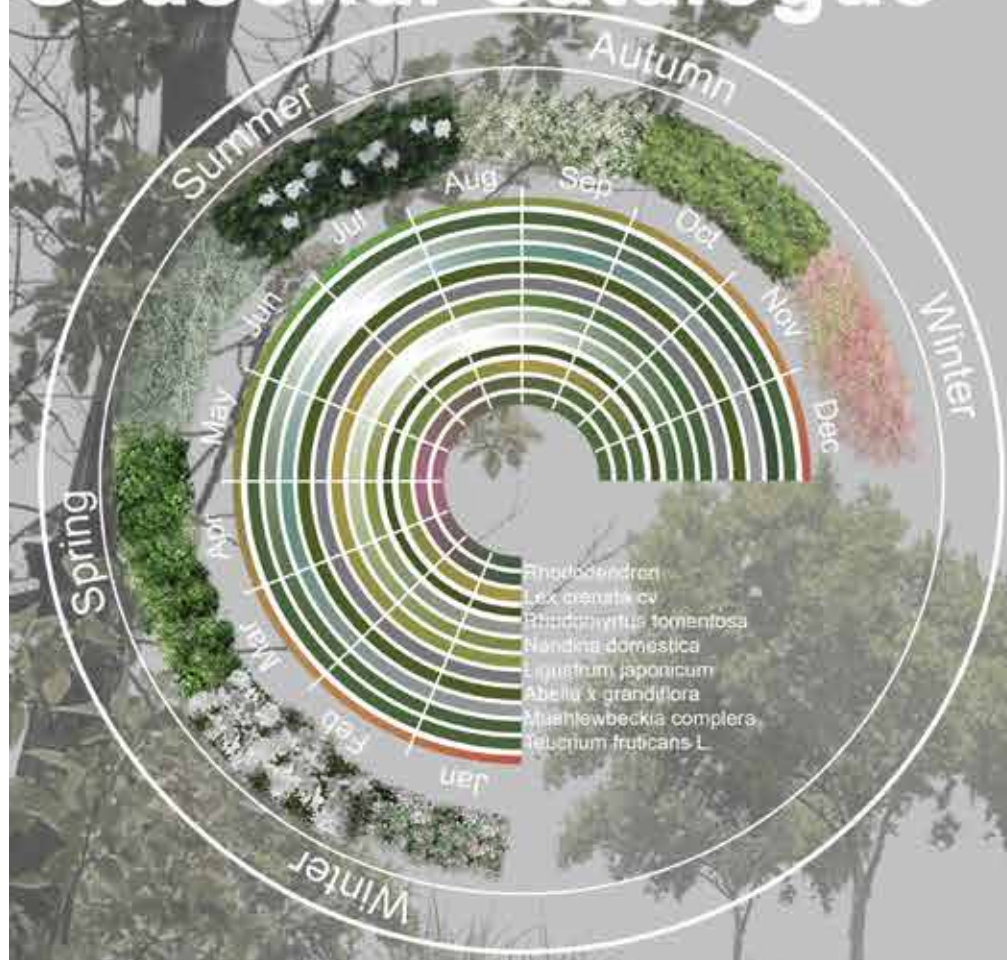


PLANT STABILIZATION:
Plant root exudates chemically change the form of heavy metals by changing the rhizosphere environment (Ph, Eh), reducing the toxic effects of heavy metals.

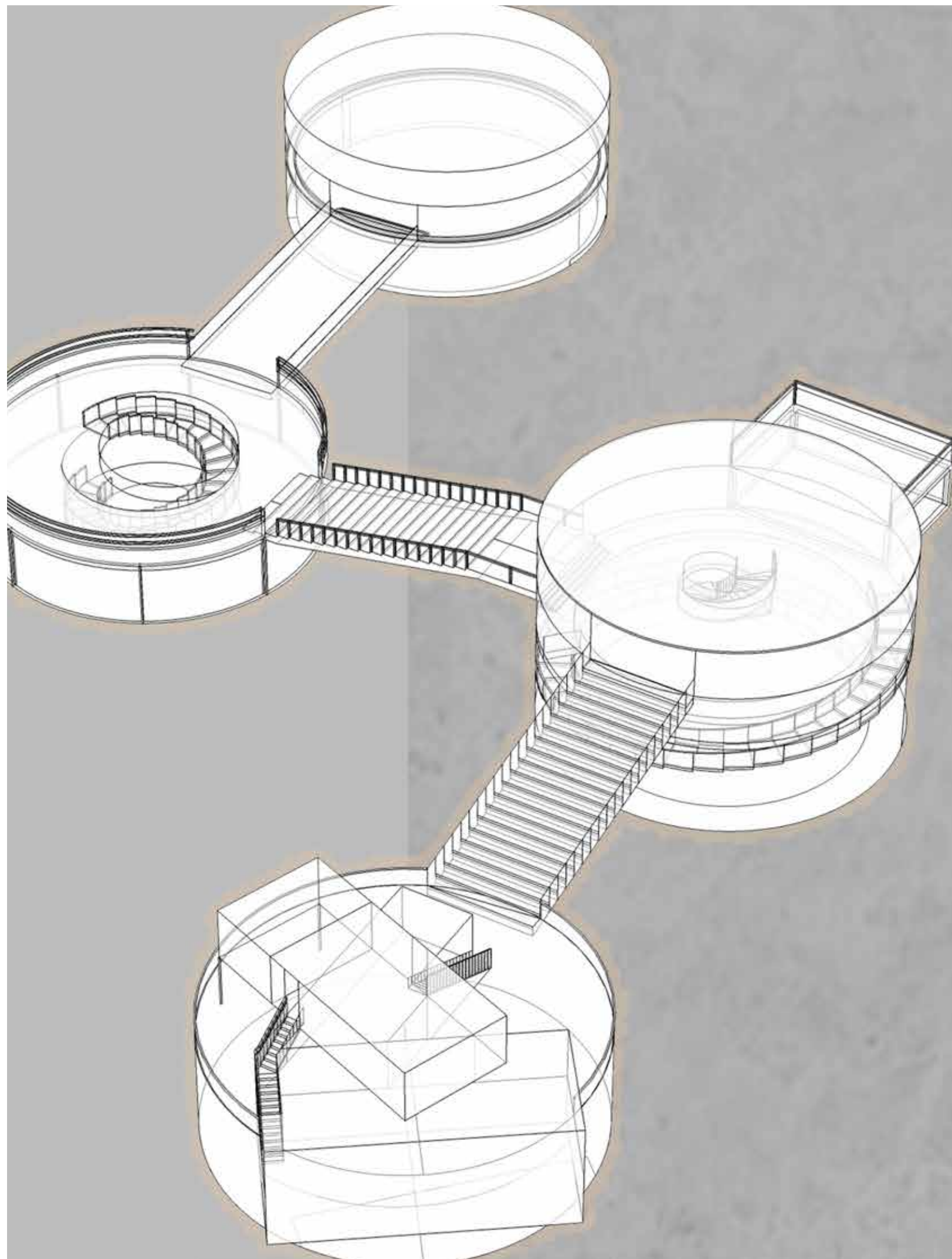


ROOT FILTRATION:
Utilize the huge root system of tolerant plants to filter and absorb heavy metal elements in the water, and properly handle the plant harvest.

Seasonal Catalogue





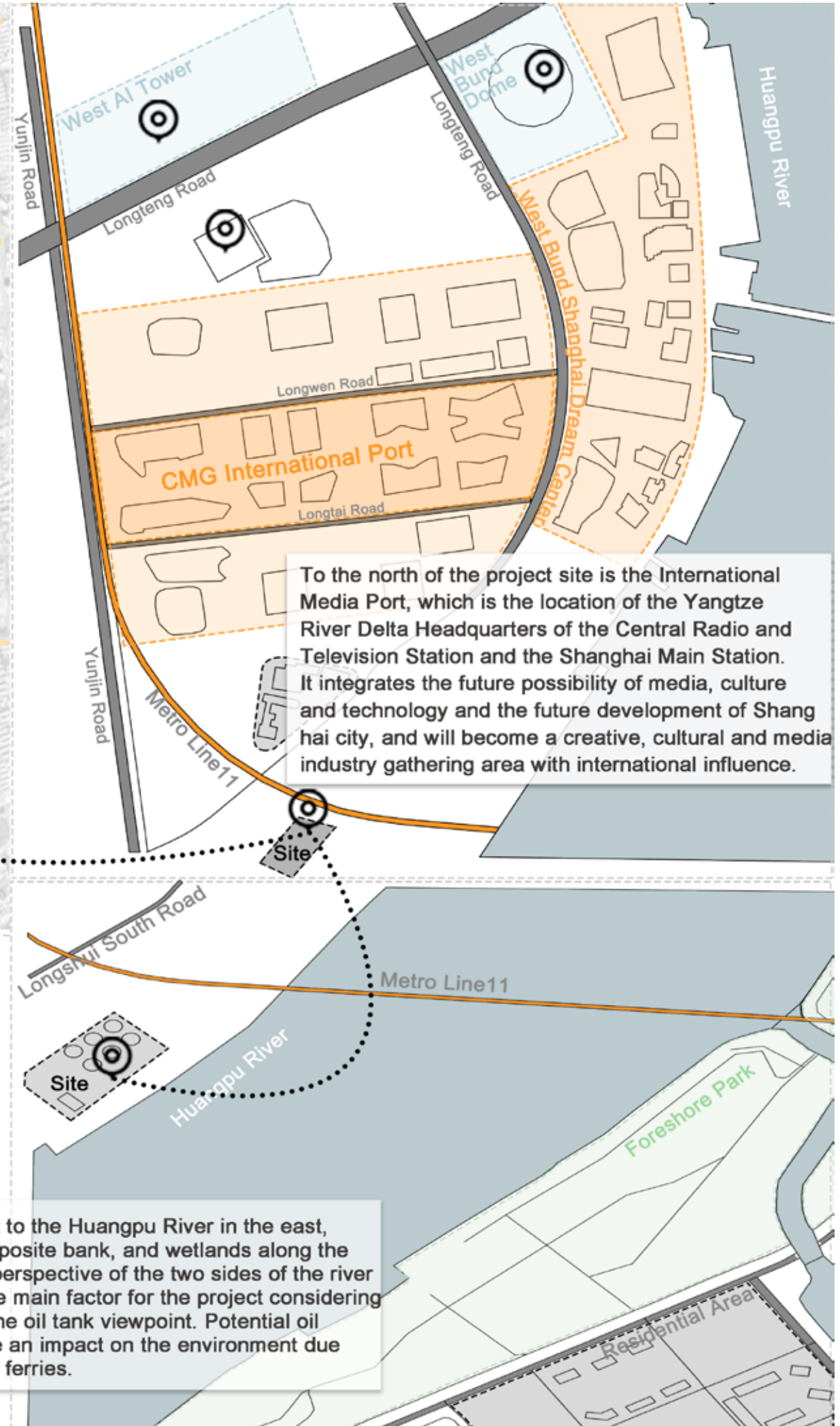
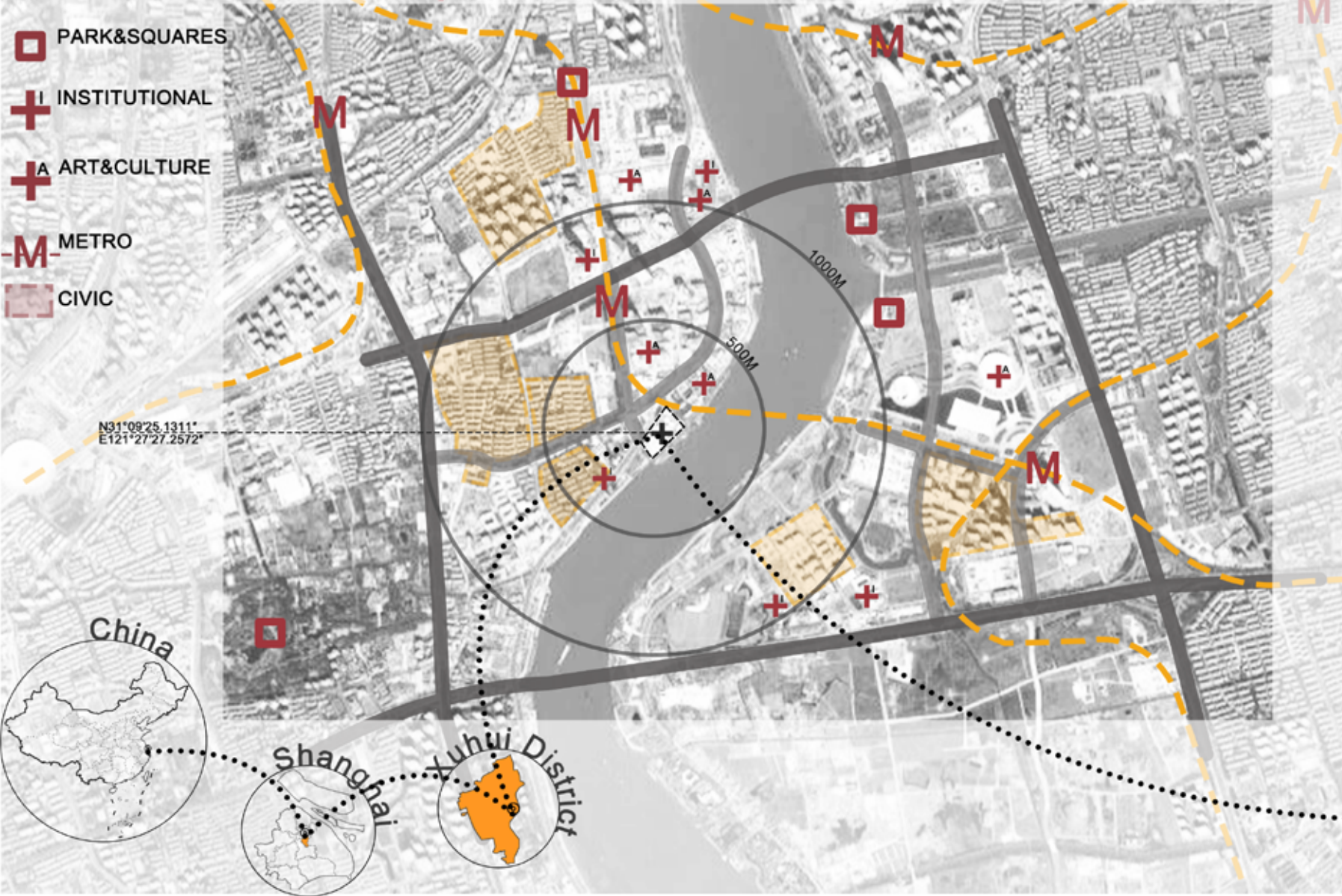


02-Tank

This is a renovation project based on the original oil tank building. It aims at the multiperspective construction of the city park, the collision of industrial heritage elements, and integrates it into the waterfront urban space with an open, friendly, humble and tolerant attitude, imperceptibly conveying an attitude of equality and sharing between man and nature.

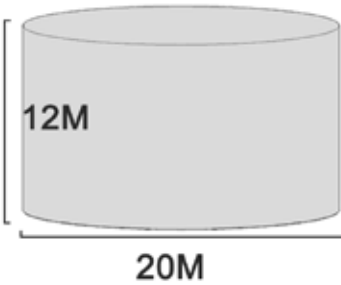
SITE ANALYSIS

-  PARK&SQUARES
-  INSTITUTIONAL
- ART&CULTURE
-  METRO
-  CIVIC

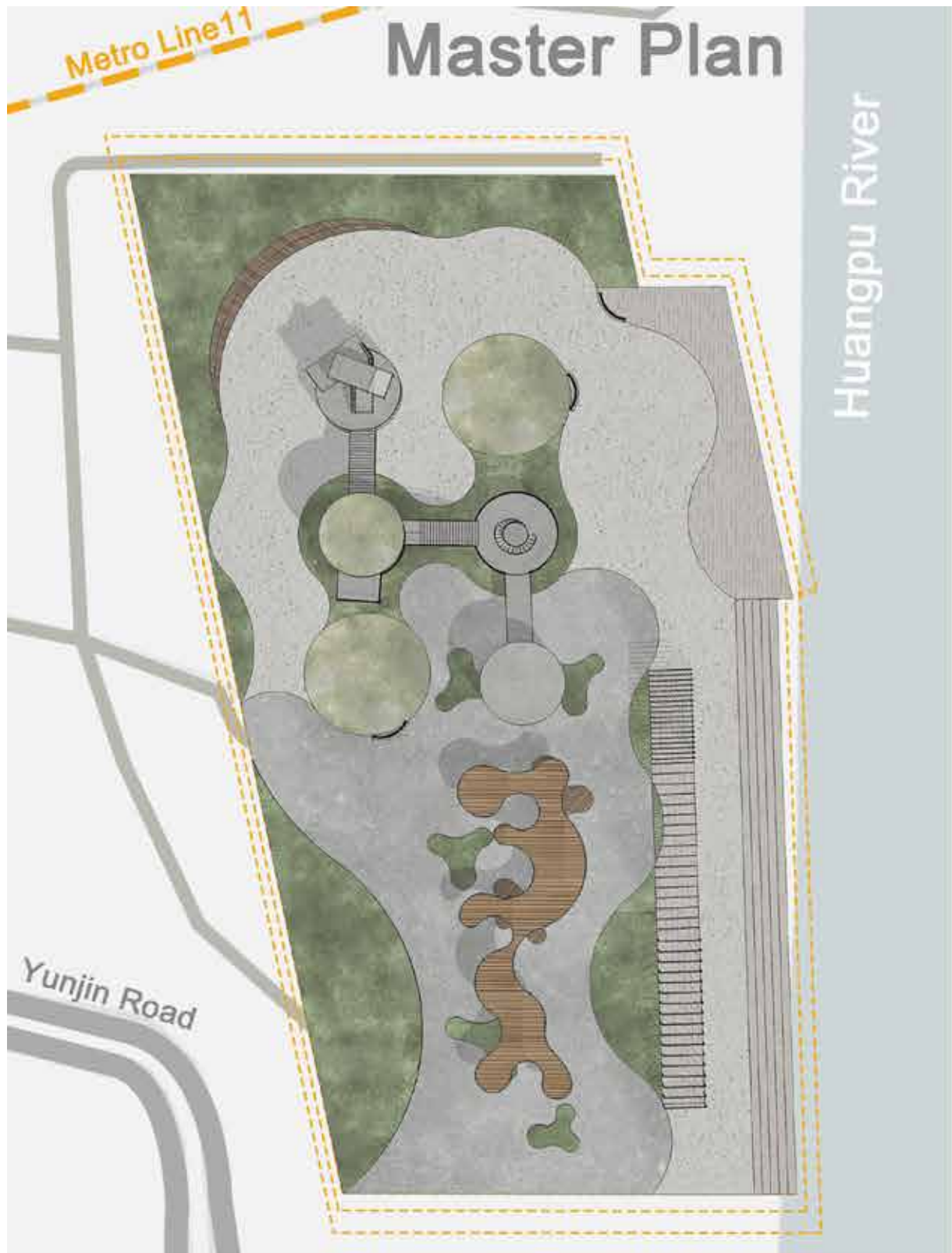


TANK INTRODUCTION

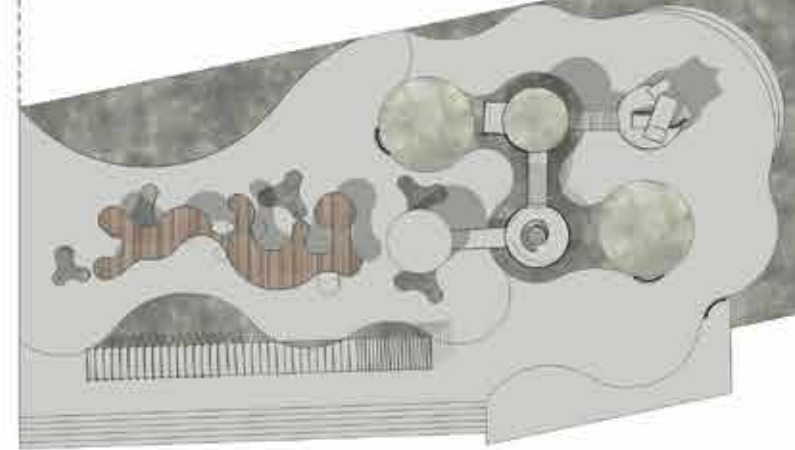
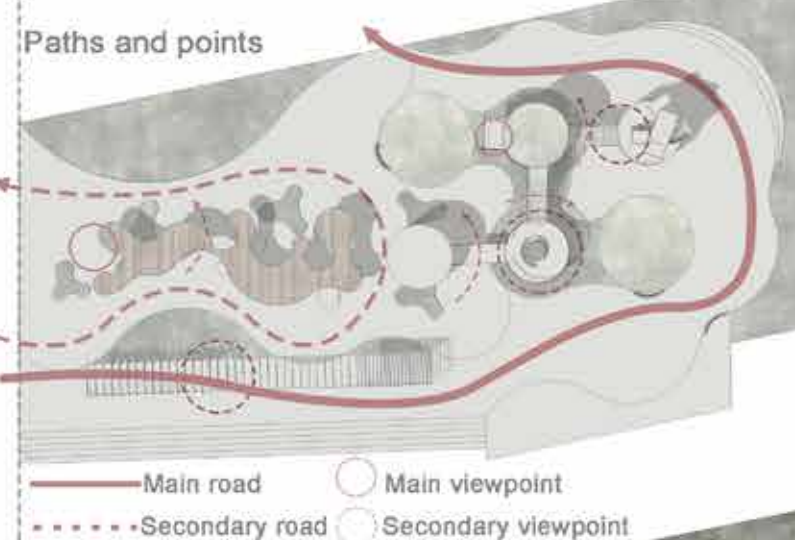
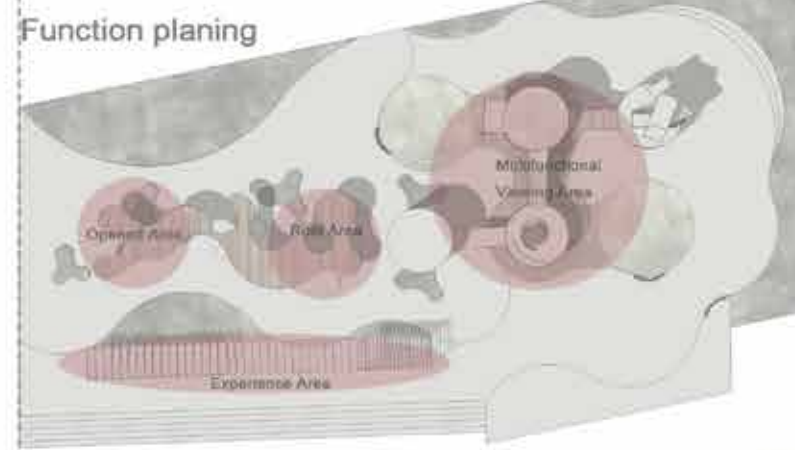
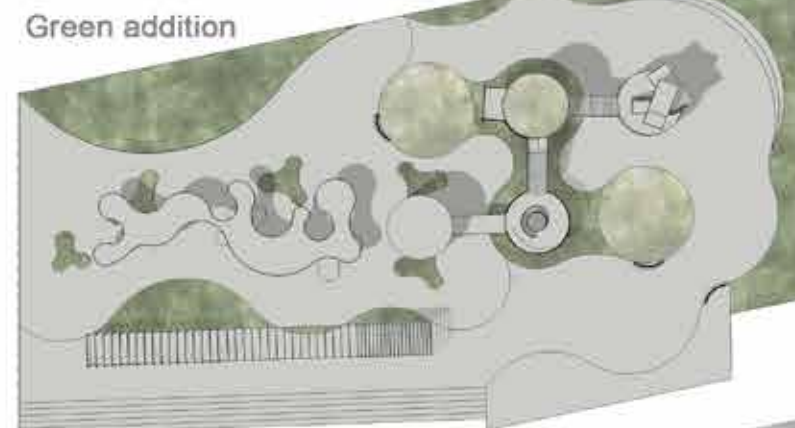
There are six oil tanks with an inner diameter of 20 meters and a height of 12 meters. Each has an oil storage capacity of about 3,000 cubic meters. It is an abandoned aviation fuel tank that once served the nearby Longhua Airport. The project plans to retain part of the tank, create a rich indoor exhibition and activity space, use a park open to the public without walls, and welcome anyone to enter and experience it at any time, whether they are walking, jogging, walking the dog, taking photos or on a picnic in the grass.



The project is adjacent to the Huangpu River in the east, Houtan Park on the opposite bank, and wetlands along the riverside. The unique perspective of the two sides of the river facing each other is the main factor for the project considering the transformation of the oil tank viewpoint. Potential oil pollution can also have an impact on the environment due to the long-term use of ferries.

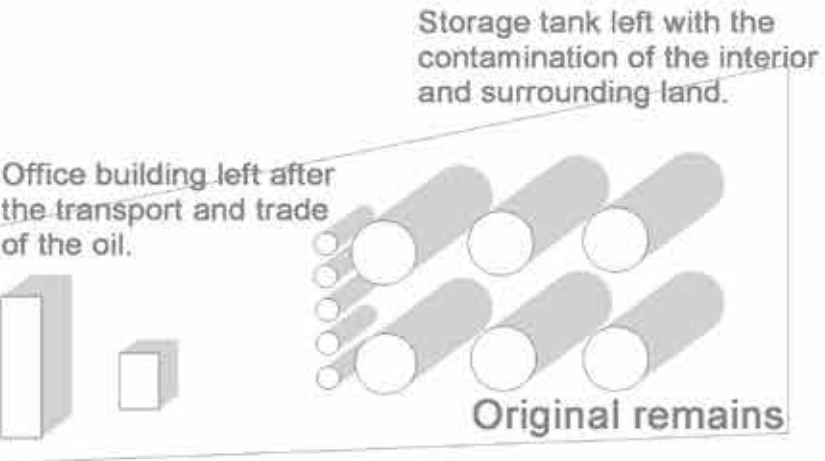


Design Analysis



Renovation of layout

- Plants introduction for remediation and vitality
- Attractive viewing rebuilt for reconnection
- Expansion and transformation of vertical space
- Recreational space added
- Relaxation on vision and experience



"Greenhouse" Space

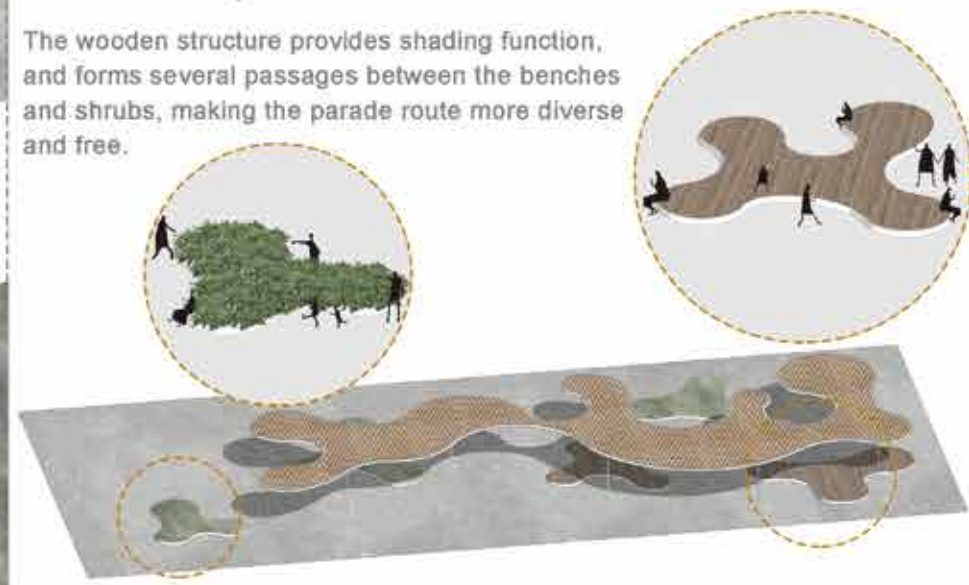
The waterfront promenade uses steel bars as the skeleton to form a semi-enclosed transparent space. Square "boxes" of different shapes and sizes are scattered on the site, and their inclusion with plants reflects the formation of the greenhouse space. When people observe these small "greenhouse spaces" people themselves become part of the greenhouse.



People can hold flower fairs here, as well as enjoy seasonal plant exhibitions, and the smaller "boxes" can not only serve as greenhouses to provide harsh plant growing conditions, but also provide a space for rest and viewing.

Entrance Open Area

The wooden structure provides shading function, and forms several passages between the benches and shrubs, making the parade route more diverse and free.



As the entrance space of the entire site, a plurality of circular connected and combined frames are used as the enclosing boundary, combined with wooden benches and shrubs to create a "walking" atmosphere, which not only provides a rest space for the garden, but also satisfies the needs of people living with nature.

Explosive Analysis



Roof Greening

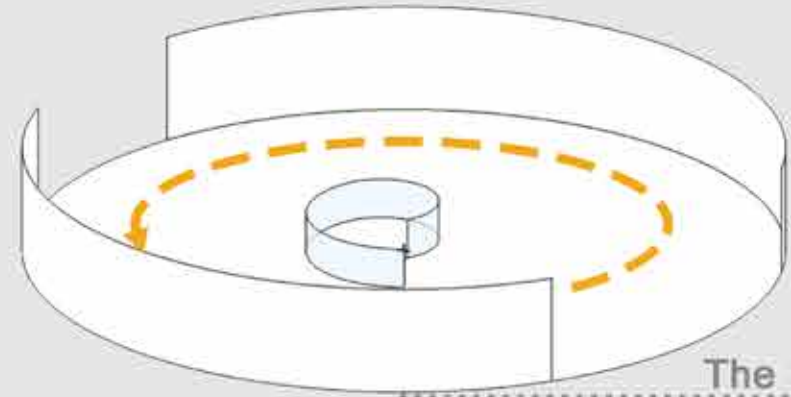
Photinia serrulata Lindl.

Hedera nepalensis var. sinensis

Camellia sp.

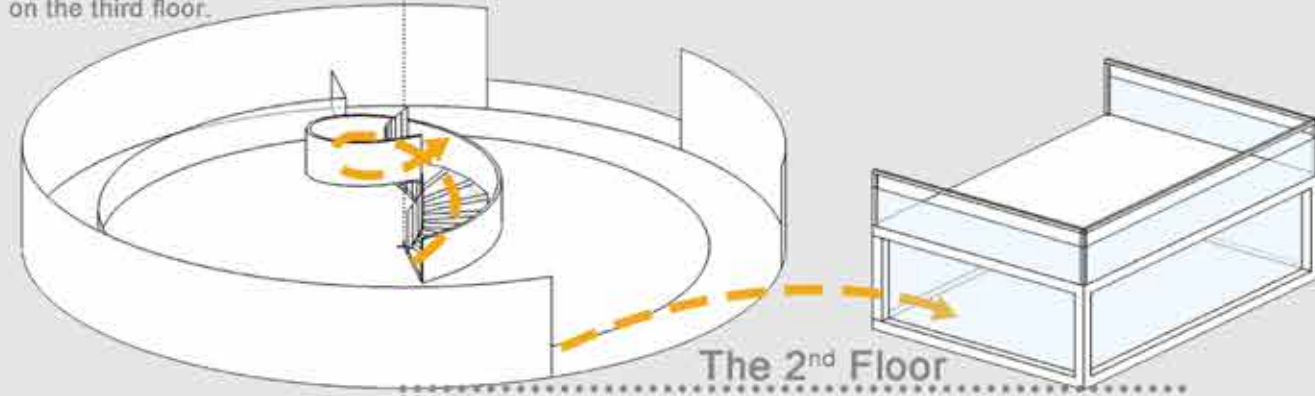


The third floor of the oil tank serves as a connecting open-air viewing platform and another oil tank, giving people more free space for activities, including holding cultural and recreational lectures, art exhibitions, etc.

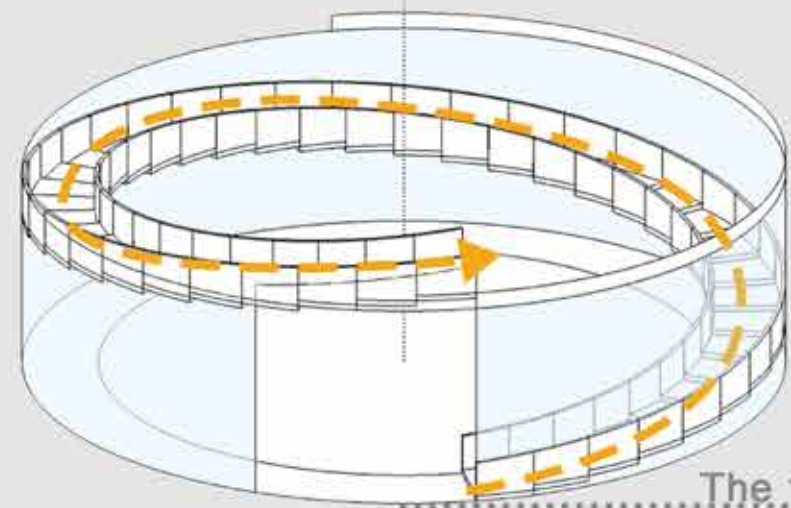


The 3rd Floor

The second floor of the oil tank will serve as the main dining bar, providing a space for dining and rest, which can be reached from the first floor through the spiral staircase, or through the corridor of another open-air oil tank. The second floor also has a fully enclosed protruding space, which is more secure than the open platform on the third floor.



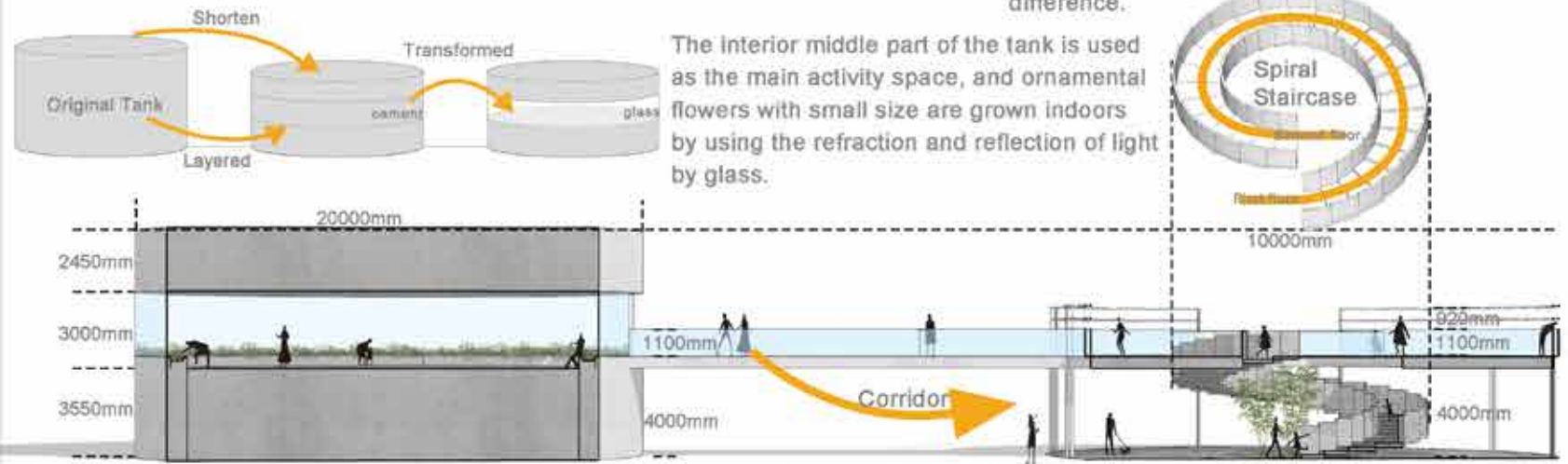
The 2nd Floor



The 1st Floor

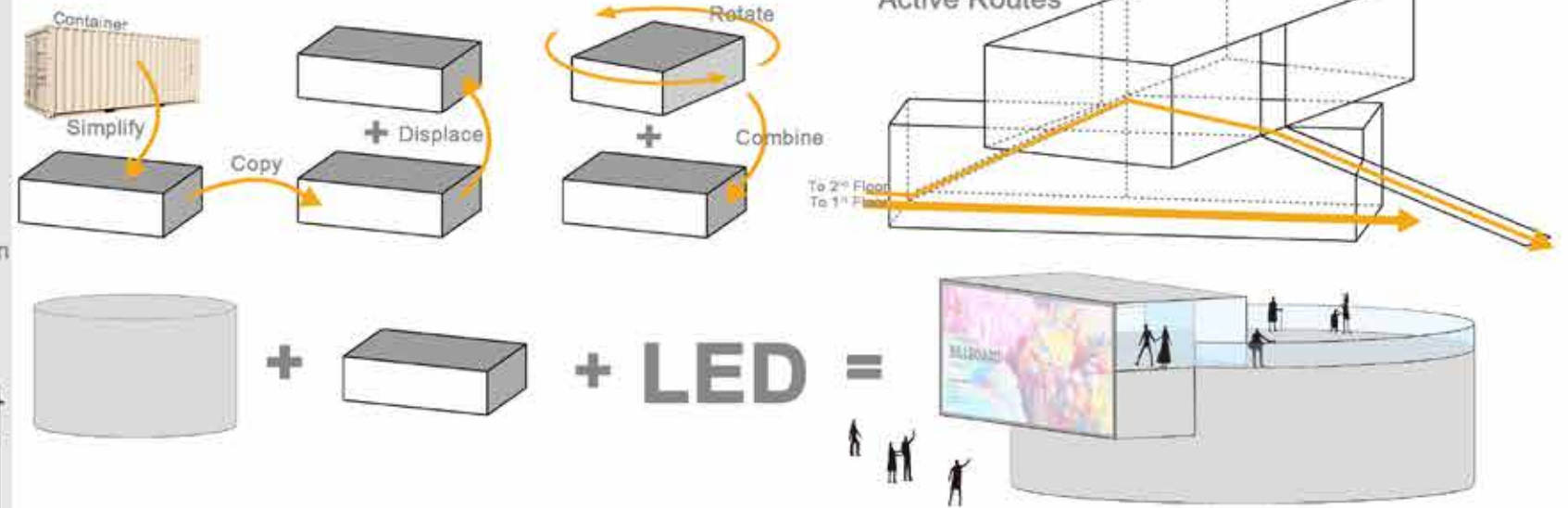
The first floor space of the oil tank has a super large circular ascending staircase, which is made of a different material from the cement sidewall on the upper part of the oil tank. The transparency of the glass allows people to have a good viewing angle in the closed space. The ring-shaped simple dining bar will be set in the center of the first floor, which will save space and be artistic at the same time.

Connection between Exterior and Interior of Tanks

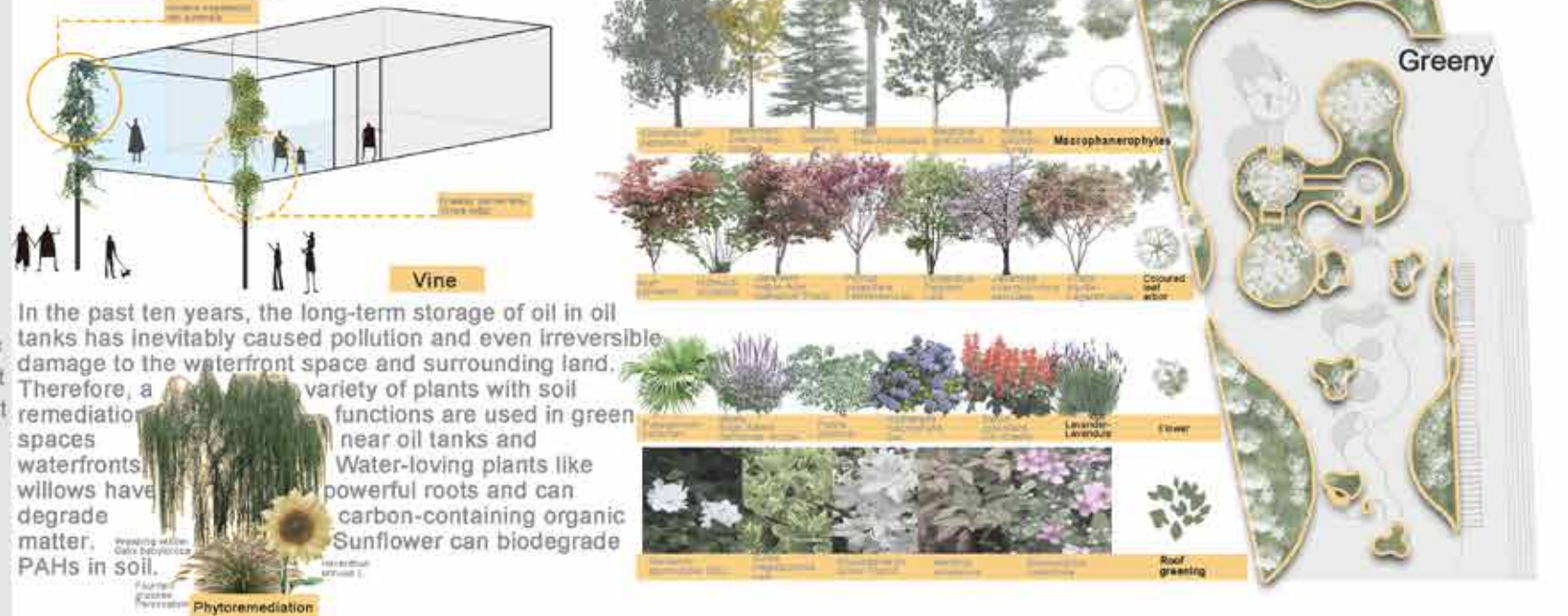


The height difference between the foothold and the ground also adds visual interest to the landscape inside and outside the tank. The surface of the tank still retains the industrial-style cement material. The channel connects two relatively independent tanks, and a corridor is formed directly below the channel. The intricate way of walking adds richness to the space.

Connection between Yangtze River and Tanks



Planting Arrangement



In the past ten years, the long-term storage of oil in oil tanks has inevitably caused pollution and even irreversible damage to the waterfront space and surrounding land. Therefore, a variety of plants with soil remediation functions are used in green spaces near oil tanks and waterfronts. Water-loving plants like willows have powerful roots and can degrade carbon-containing organic matter. Sunflower can biodegrade PAHs in soil.

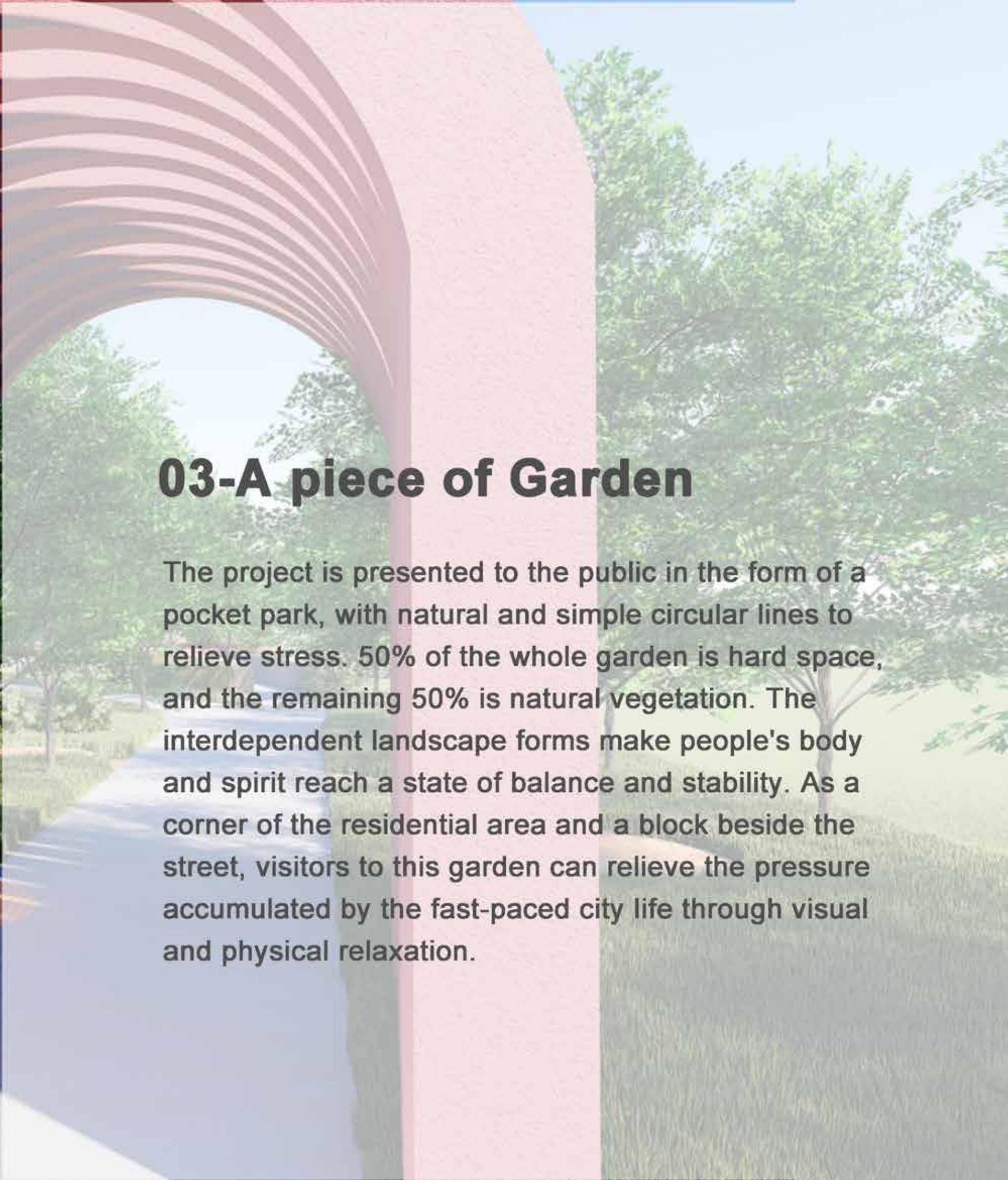
The entrance is more spacious and has a wider view, making it one of the few places in the development where people can look up. The changing sunlight and shade through the structure allows people to move freely and interestingly through the space. The waterfront greenhouse promenade forms a parallel route to the Huangpu River, offering a wide range of activities, including lounging, skateboarding, viewing, picnicking and outdoor sports.



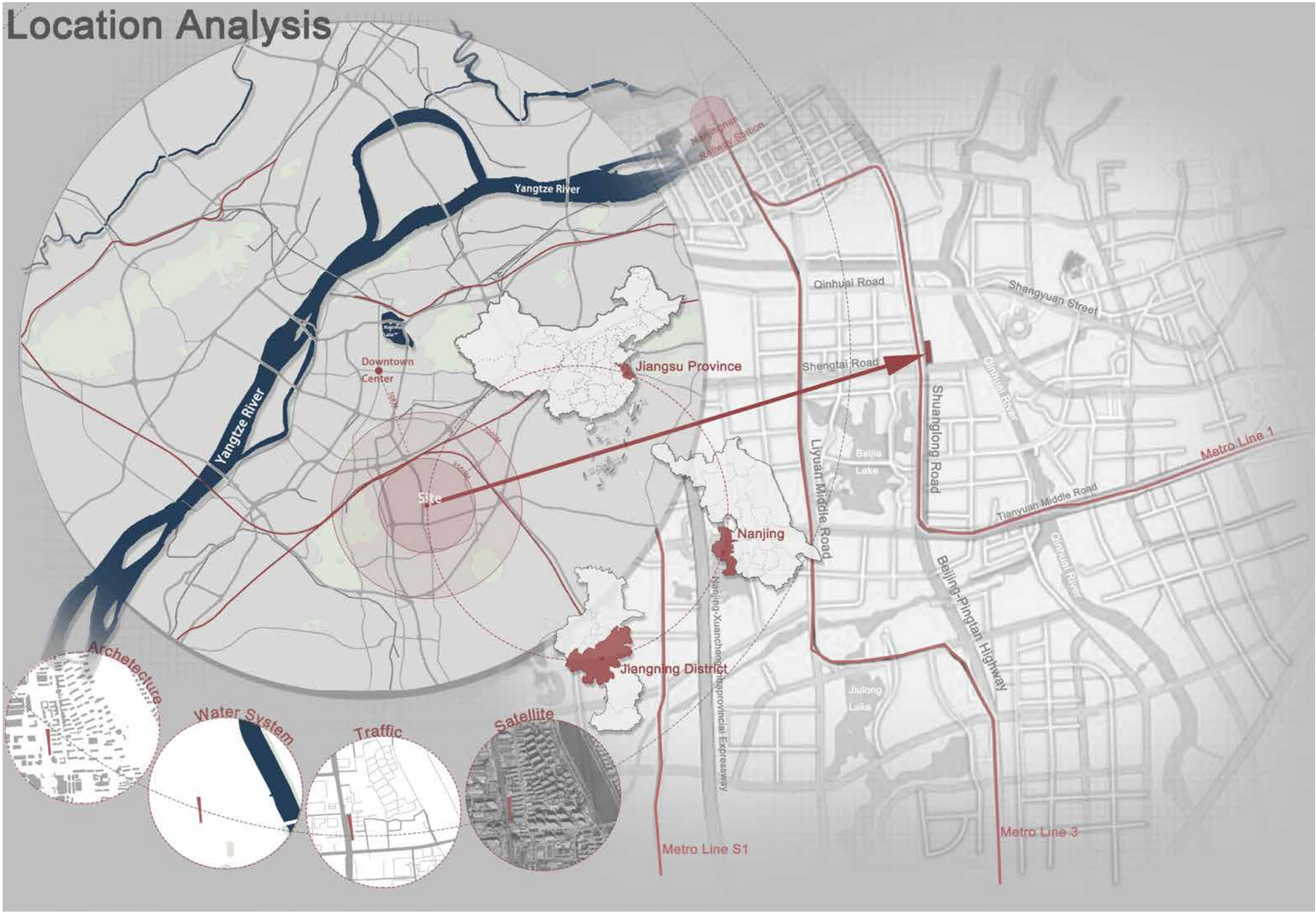


03-A piece of Garden

The project is presented to the public in the form of a pocket park, with natural and simple circular lines to relieve stress. 50% of the whole garden is hard space, and the remaining 50% is natural vegetation. The interdependent landscape forms make people's body and spirit reach a state of balance and stability. As a corner of the residential area and a block beside the street, visitors to this garden can relieve the pressure accumulated by the fast-paced city life through visual and physical relaxation.



Location Analysis

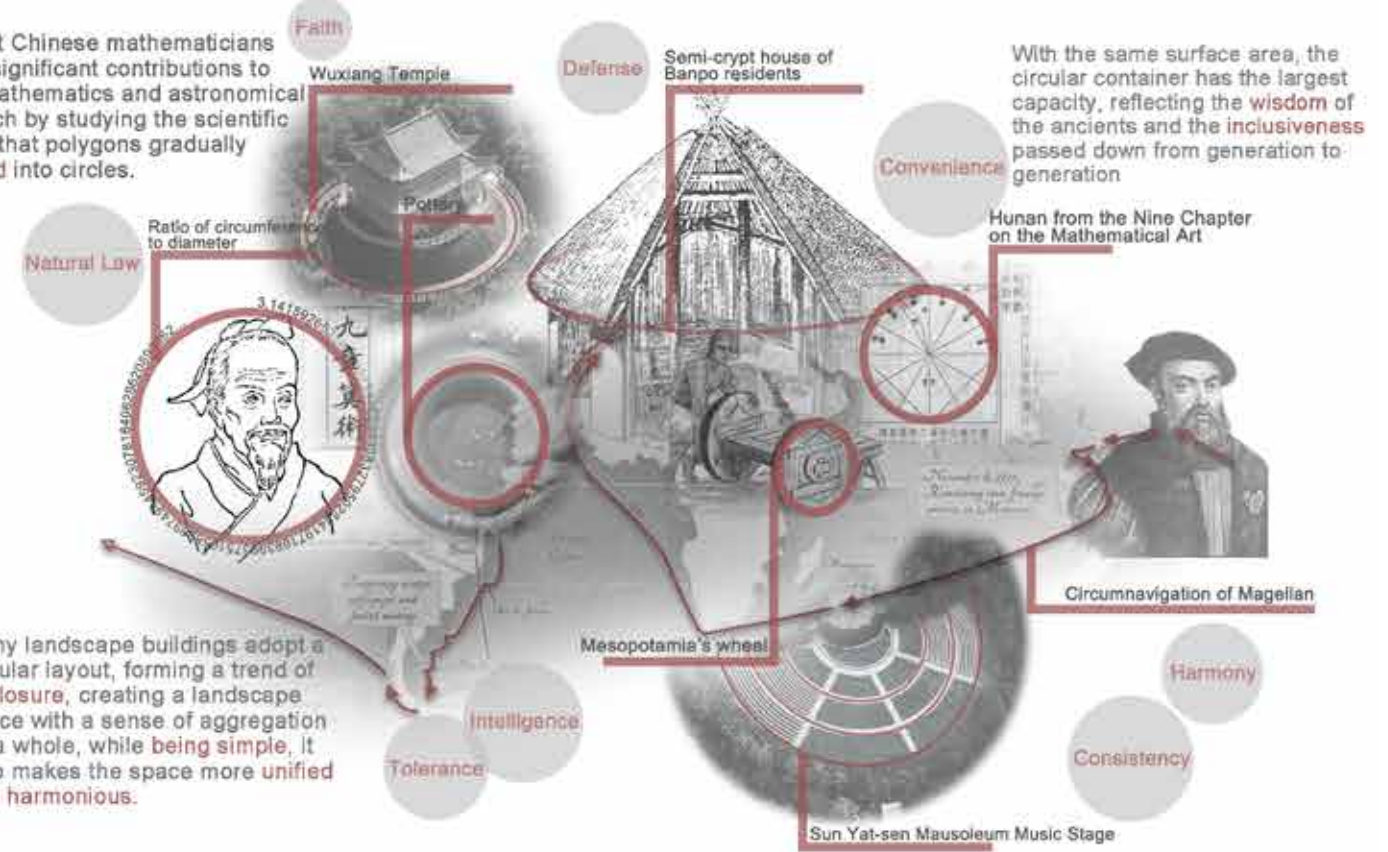


Master Plan



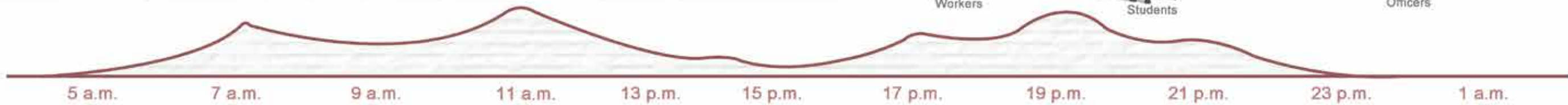
Circulation Analysis

Ancient Chinese mathematicians made significant contributions to later mathematics and astronomical research by studying the scientific theory that polygons gradually evolved into circles.

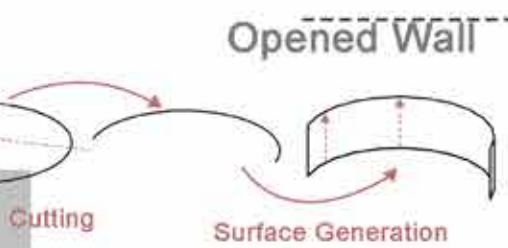


Many landscape buildings adopt a circular layout, forming a trend of enclosure, creating a landscape space with a sense of aggregation as a whole, while being simple, it also makes the space more unified and harmonious.

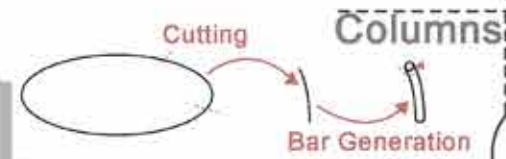
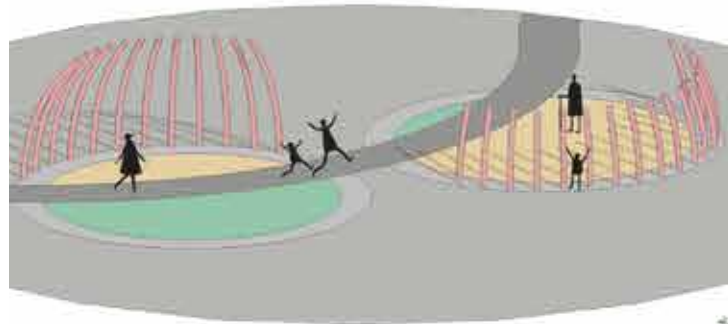
Pedestrian Flow Analysis



Circle To Space



The space enclosed by the circle can be planted with trees, and some vines can be planted in the hollow of the wall to form a green wall. The curved wall gives a sense of enveloping, but also leaves a gap to the outside.



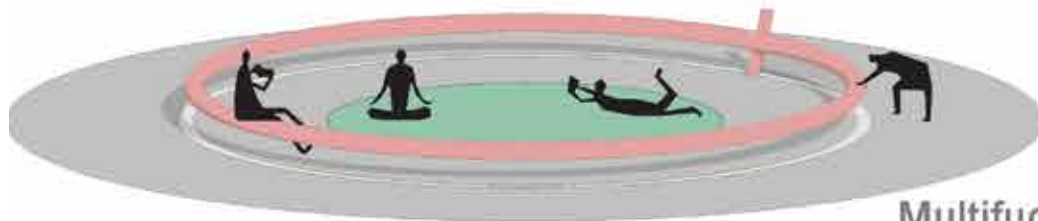
There are gaps between the curved columns for children to shuttle. When the sunlight is strong, there will also be obvious light and shadow changes on the ground, providing interest to the space.

A sky circled by a circle can be seen under the higher circular structure, and the circular grass in the middle is for people to rest and move, and people also have a unique viewing.

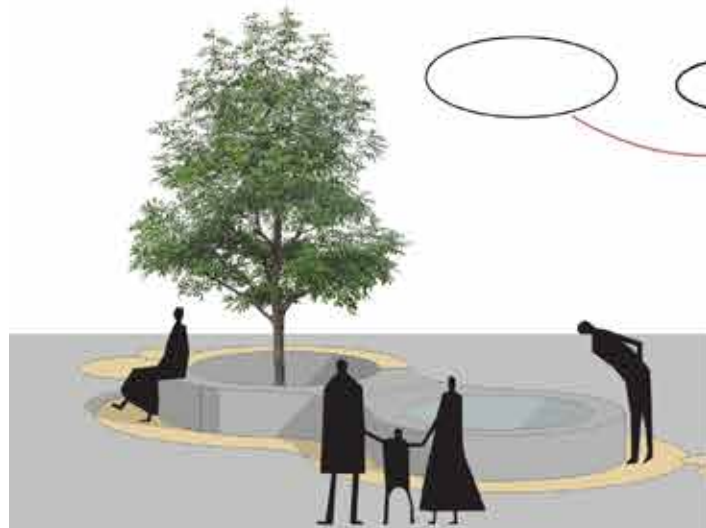


Multifunctional Circle

The lower circular structure functions as a bench, with ring lighting on the underside.



Multifunctional Circle

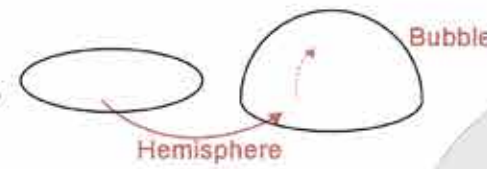


The circular seat is hollow, one is a small pool, the other is a tree pool, and the scattered canopy forms a shade.

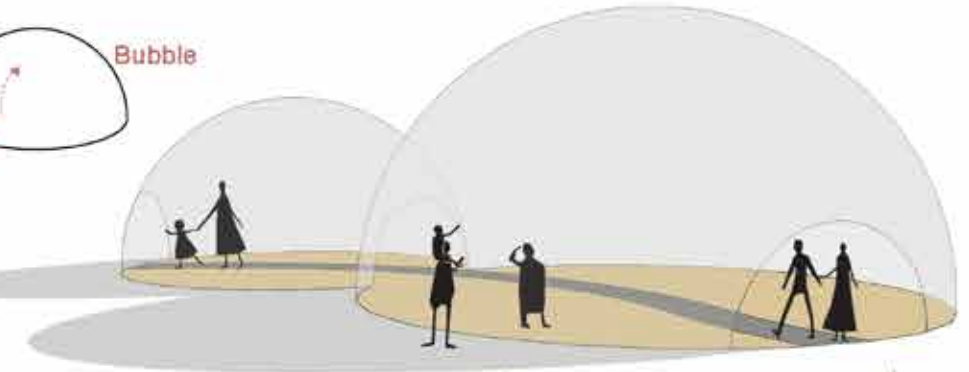
Waterscape



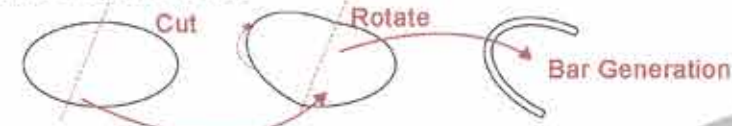
Bubbles



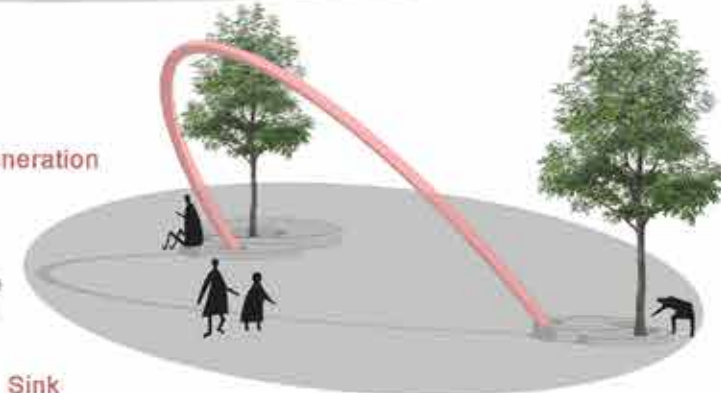
The hemispherical transparent bubble is buckled in the field, forming a channel inside.



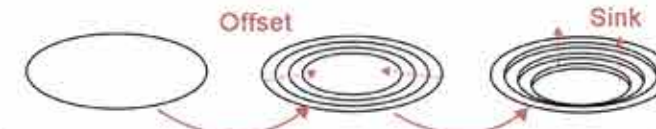
Main Attraction



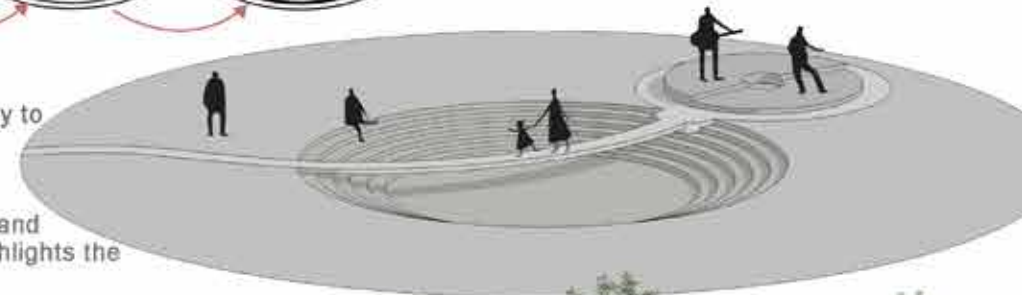
The curved and sloping arched structure is the main entrance and exit of the site near the road, and the tree pool bench at the foothold provides a space for people passing by or entering the park to rest.



Well

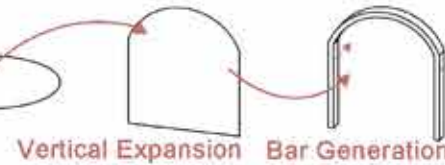


The circular surface sinks continuously to form water well, and the concrete slabs surface passes on the water serpentine to form channel. This is the main water feature in the project, and the open space as the central site highlights the interaction between man and nature.



Seats and Mat Formation

The circular ground pavement echoes the theme of the project, the irregular distribution of tree ponds and the circular grass slopes dot the open space in the middle of the site, without the constraints of fixed routes, making people's activity space more free.

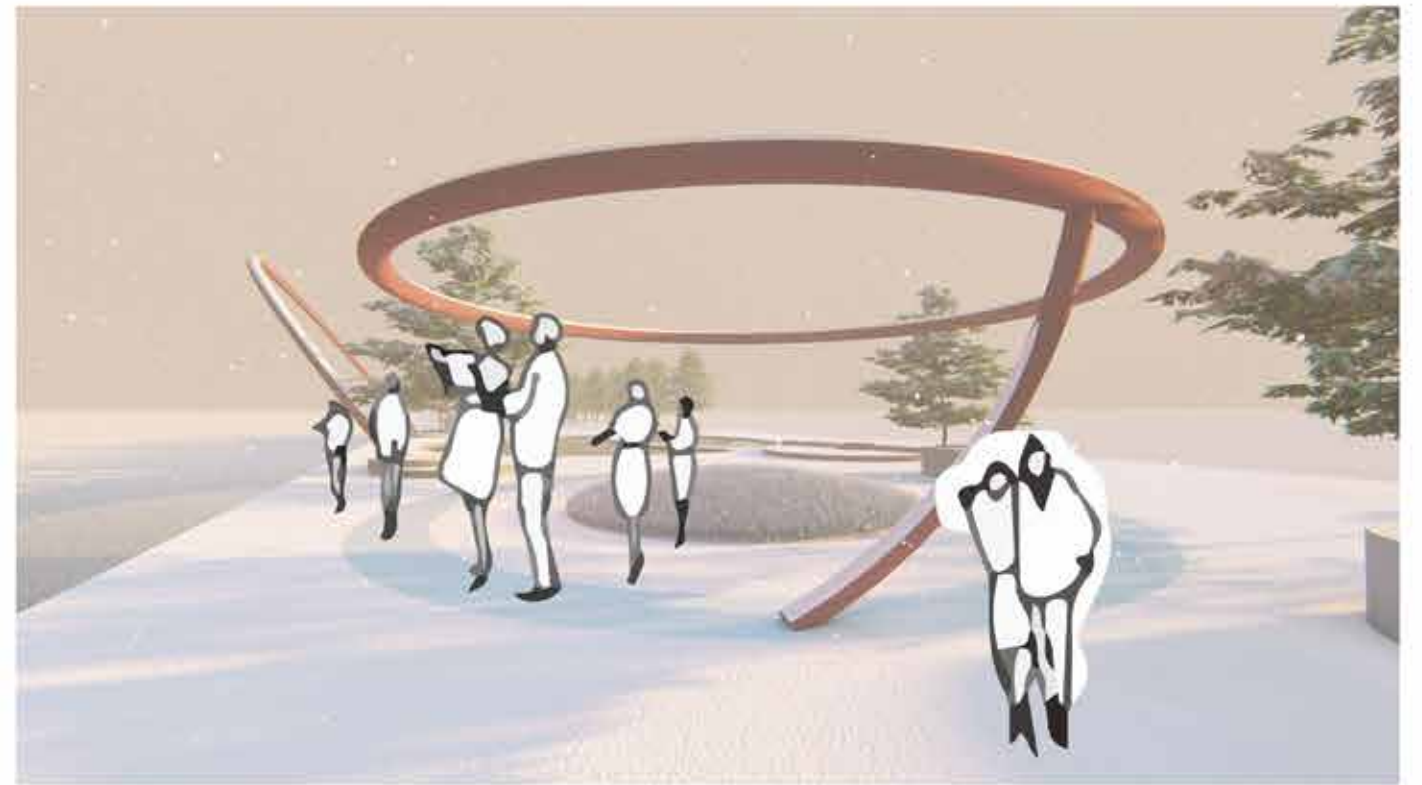


The doorway is set at the south entrance of the site, forming a natural barrier with the surrounding vegetation. When passing through the doorway, there is an open scene in front of you.

Doorway

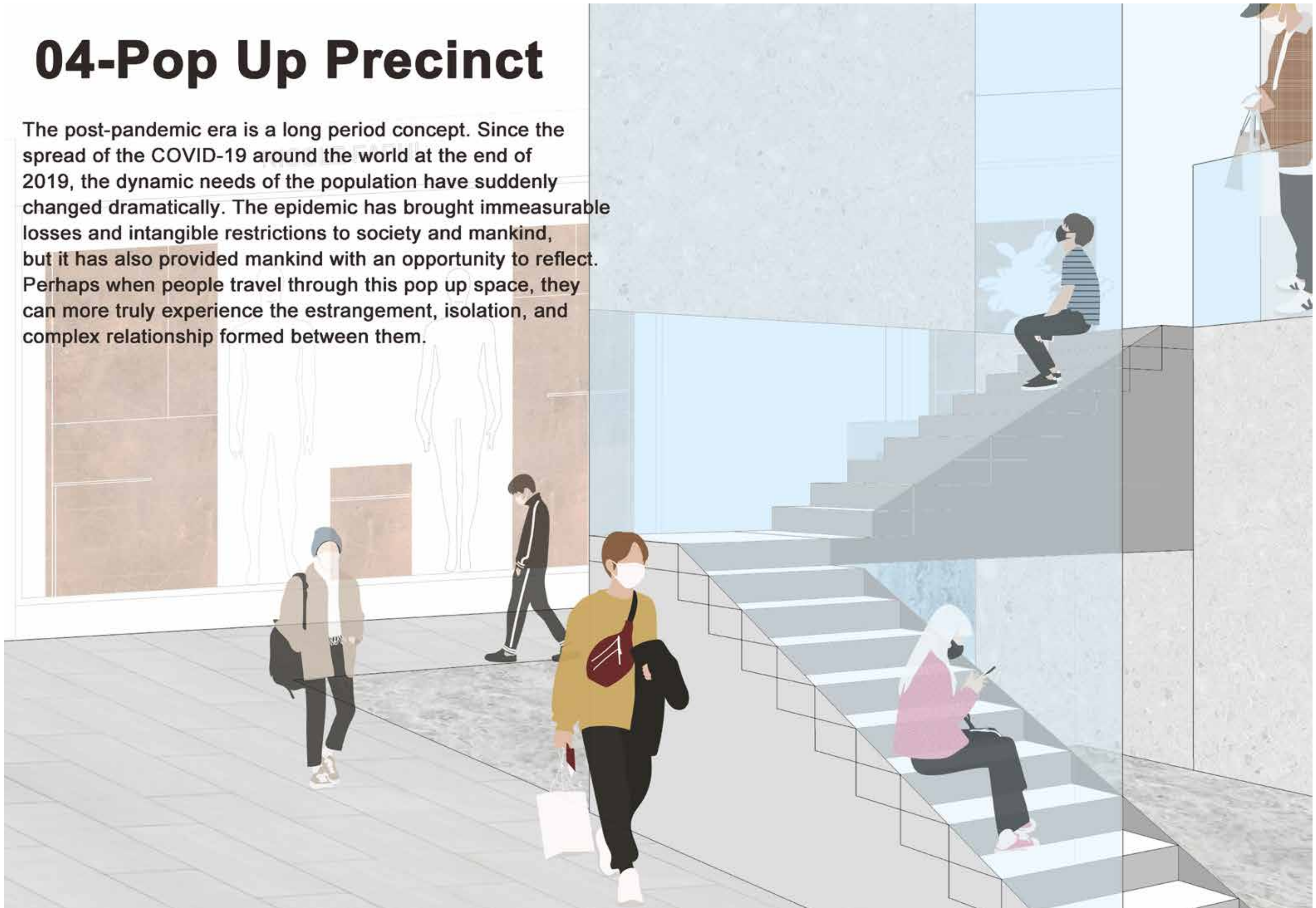




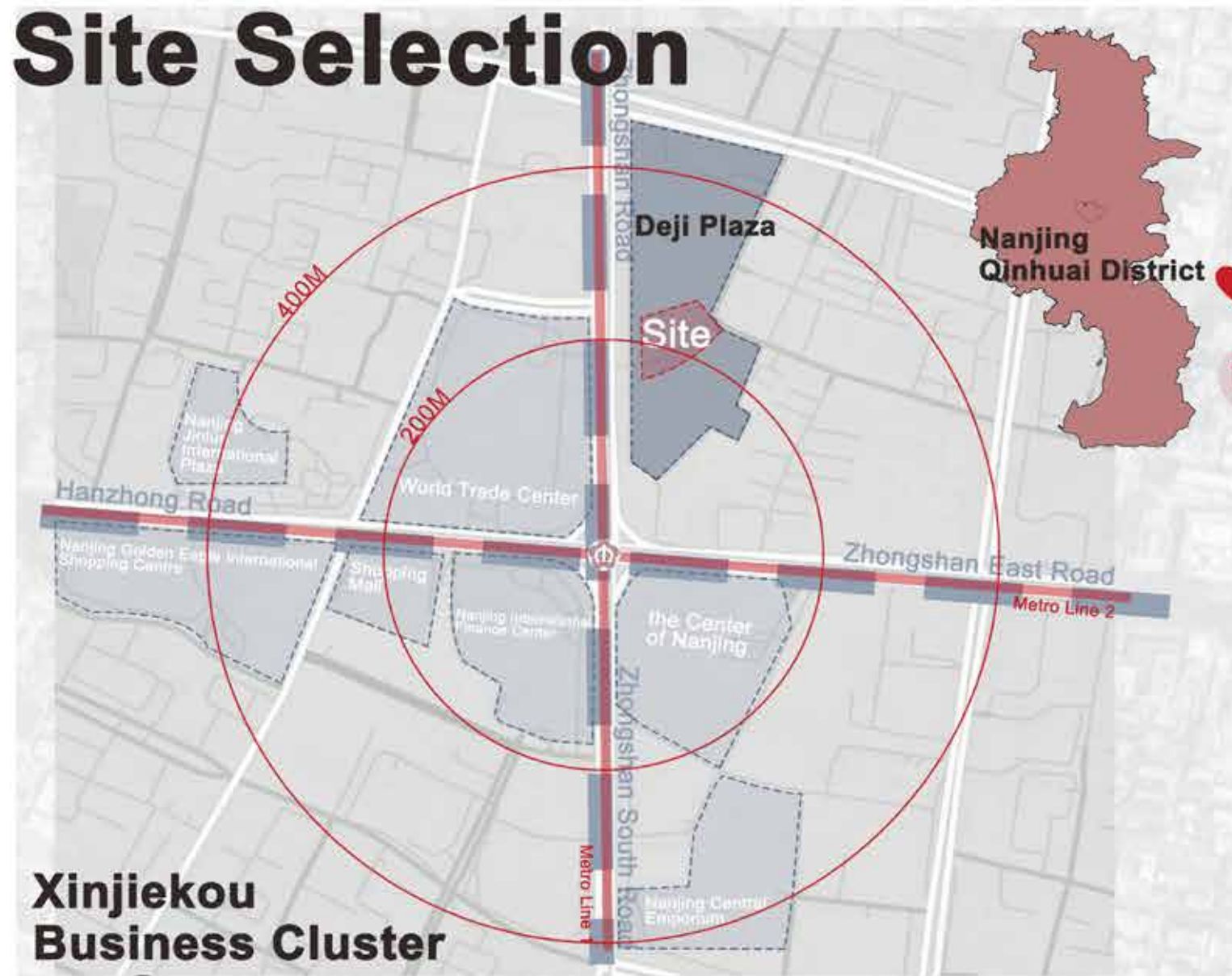


04-Pop Up Precinct

The post-pandemic era is a long period concept. Since the spread of the COVID-19 around the world at the end of 2019, the dynamic needs of the population have suddenly changed dramatically. The epidemic has brought immeasurable losses and intangible restrictions to society and mankind, but it has also provided mankind with an opportunity to reflect. Perhaps when people travel through this pop up space, they can more truly experience the estrangement, isolation, and complex relationship formed between them.



Site Selection



Xinjiekou Business Cluster

Timeline of COVIN-19

武汉市卫生健康委员会关于不明原因的病毒性肺炎情况通报



Today's Measures



COVID-19

Wuhan

Considered the epicenter of the outbreak, the first reported cases of COVID-19 emerged from this city located in China's Hubei Province on December 31, 2019.



Coronavirus

are a family of viruses that cause the common cold as well as more severe disease.

3.4%

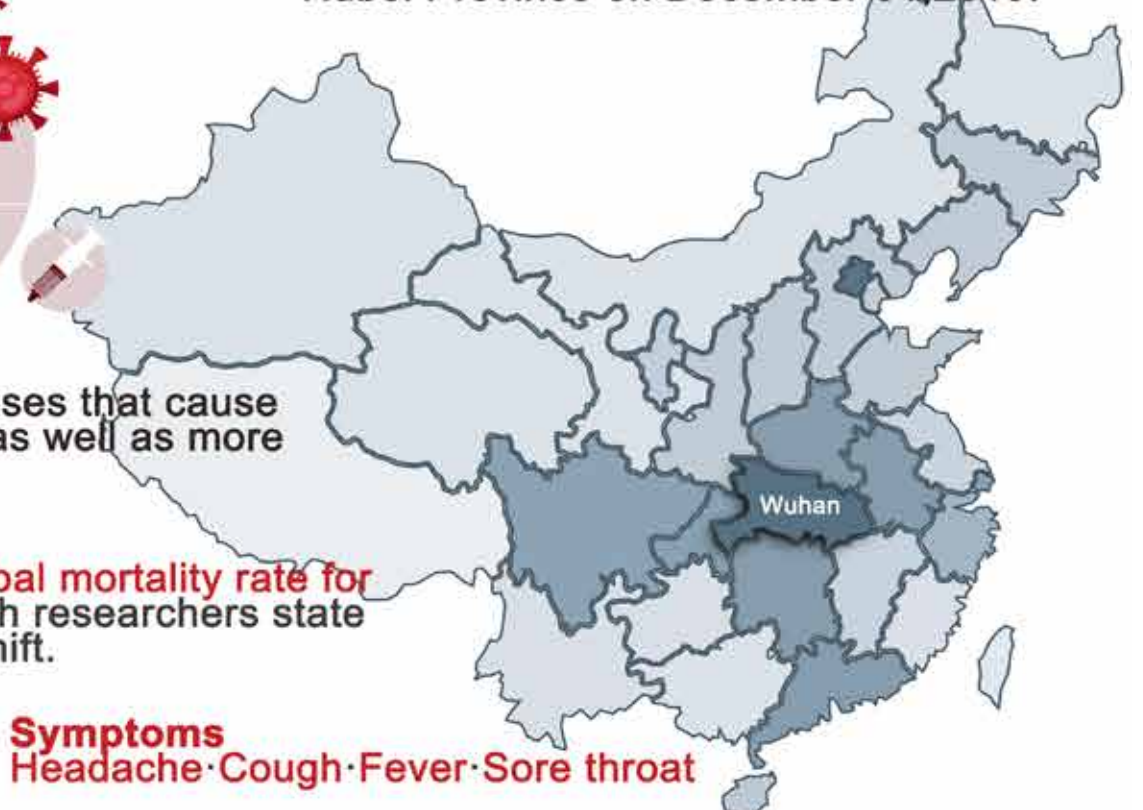
The estimated global mortality rate for COVID-19, although researchers state this number may shift.



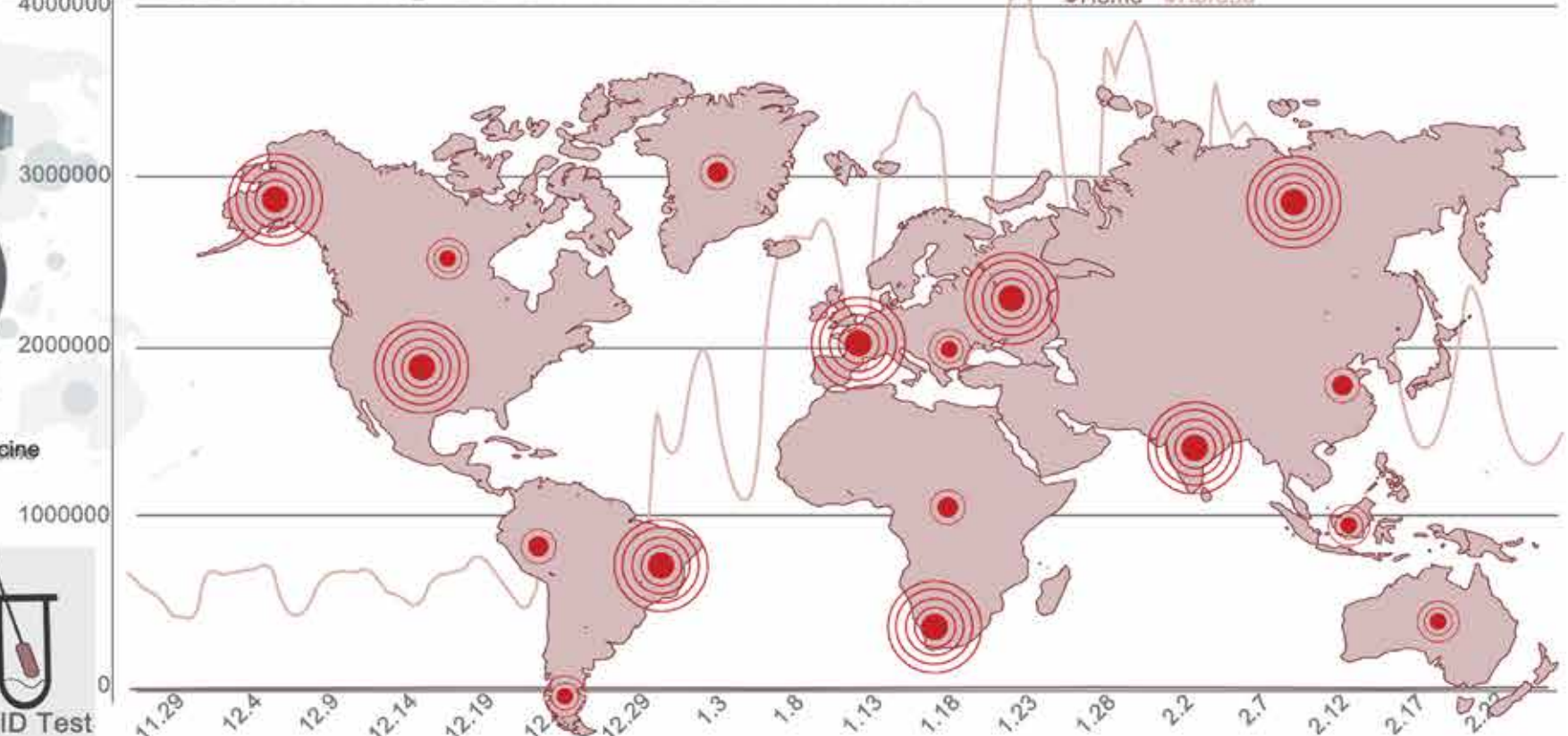
Symptoms

Headache · Cough · Fever · Sore throat

Symptoms can range from mild to severe. Senior citizens and those with underlying medical conditions like cardiovascular disease, lung disease, cancer or diabetes are at increased risk for severe symptoms, which can lead to even death.



The Trend of New Diagnoses at Home and Abroad



Isolated Space Analysis

(COVID-19)
Cut down the spread routes
Blockdown and isolation

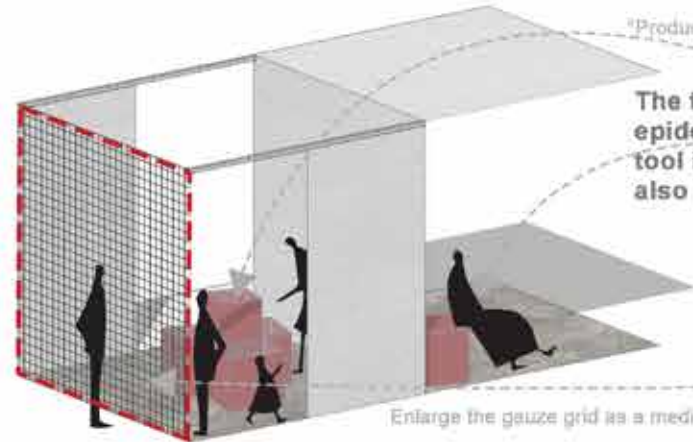
Lead to a contraction in economic activity, increased unemployment, and a decline in international trade

Various **blockade and isolation measures** have led to a contraction in economic activity, increased unemployment, and a decline in international trade. The longer the blockade and isolation lasted, the greater the **negative impact** on the economy.

glass as a translucent medium



Changes from being visible to being perceivable



"Product" display

The first over-commercialized item that appeared after the epidemic was the **mask**. As the most effective physical defense tool in the early stage, it blocked the spread of the virus and also reduced **social interaction** between people.



Social distancing

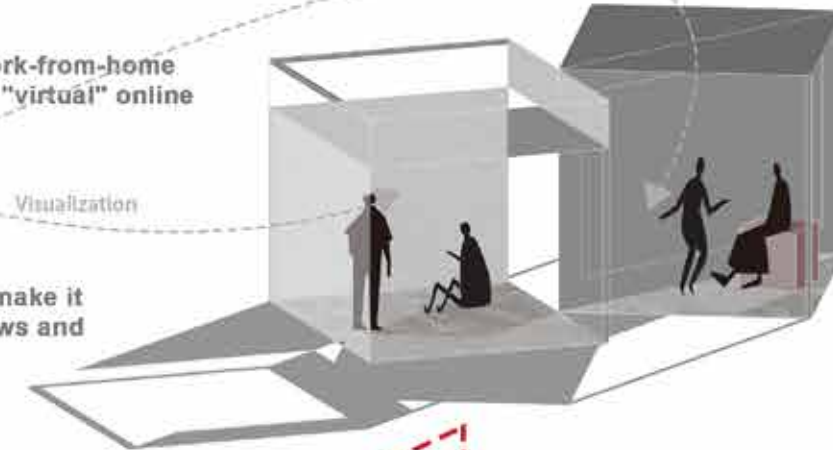


Enlarge the gauze grid as a medium to divide the space



One obvious change is the promotion of the work-from-home model, and another change is the popularity of "virtual" online communication and "virtual" online meetings.

Big data and informatization

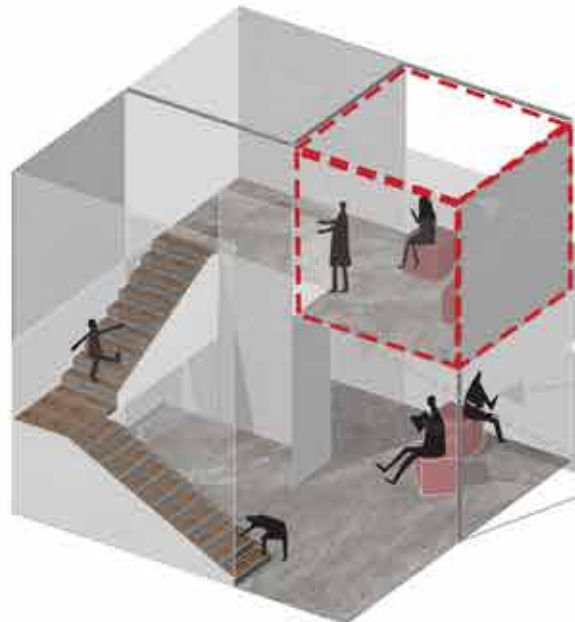


Visualization

Real-time updates of information make it easy for people to check latest news and keep track of their journeys.

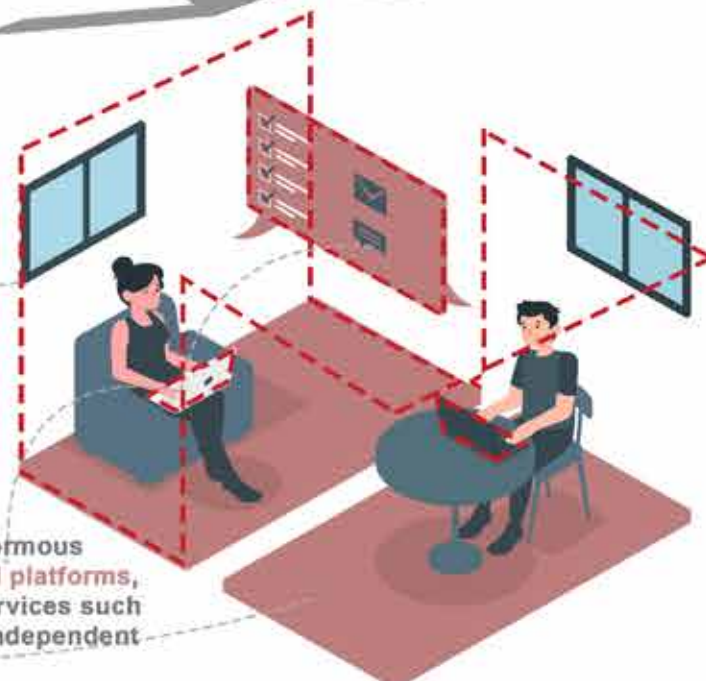
In the middle and late stages of the epidemic, the government adopted **quarantine observation** and **closed management mode** for people infected with the virus and close contacts.

Isolated space simplification



Convenience brought by digitization

The COVID-19 pandemic has shown us the enormous and flexible potential offered by various **digital platforms**, including online appointments, contactless services such as track tracking, and still meet the needs of independent individuals in a **staggered space**.

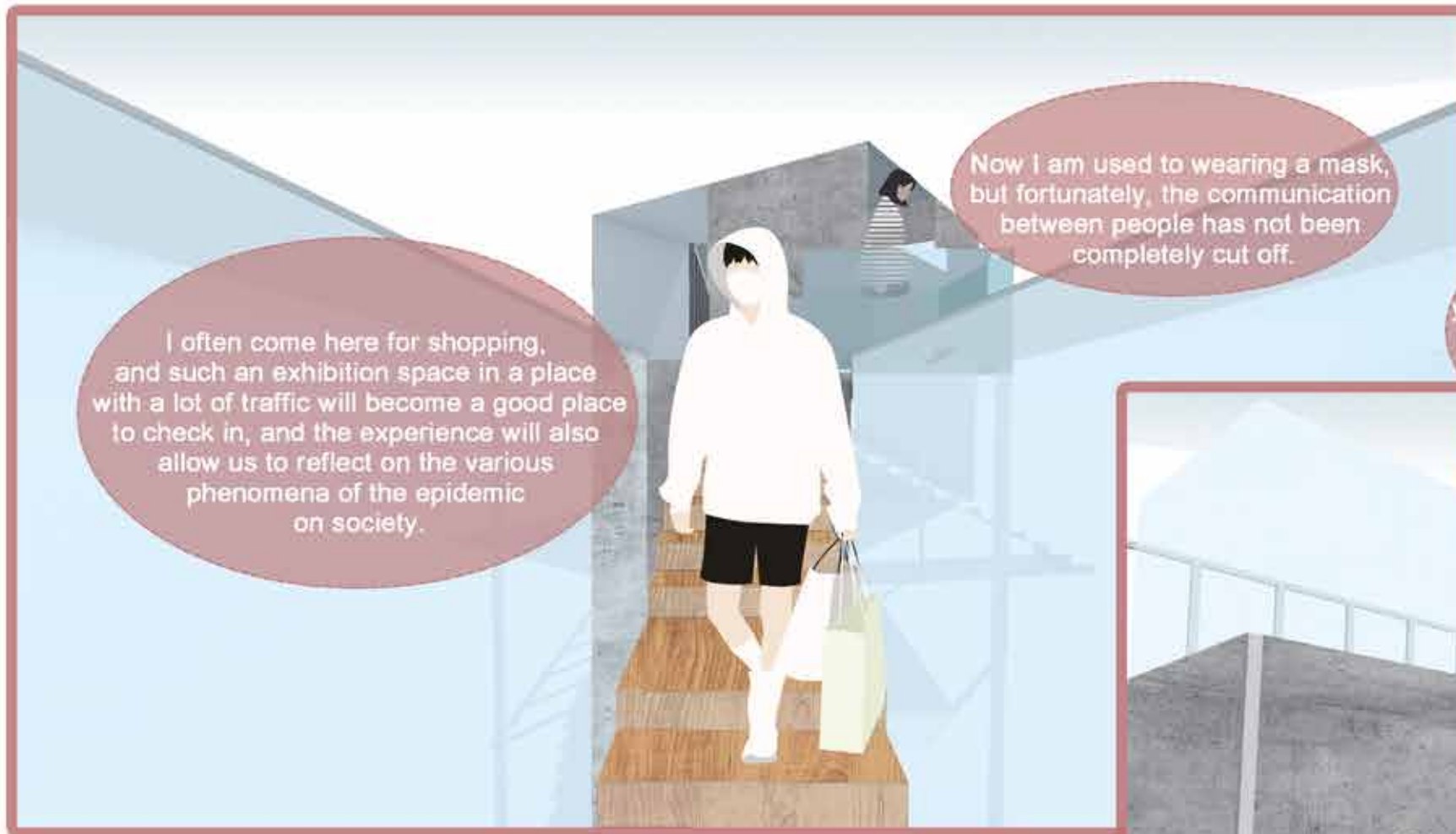


Master Plan



Concept

The pop-up space uses ground stickers to emphasize the temporary area, and the materials of glass and marble make the whole space more coordinated and unified. Traveling through large and small simplified square spaces, you can still feel the complexity of the space through the changes of sunlight and shadow on the ground at different time and the reflection of light by different materials.

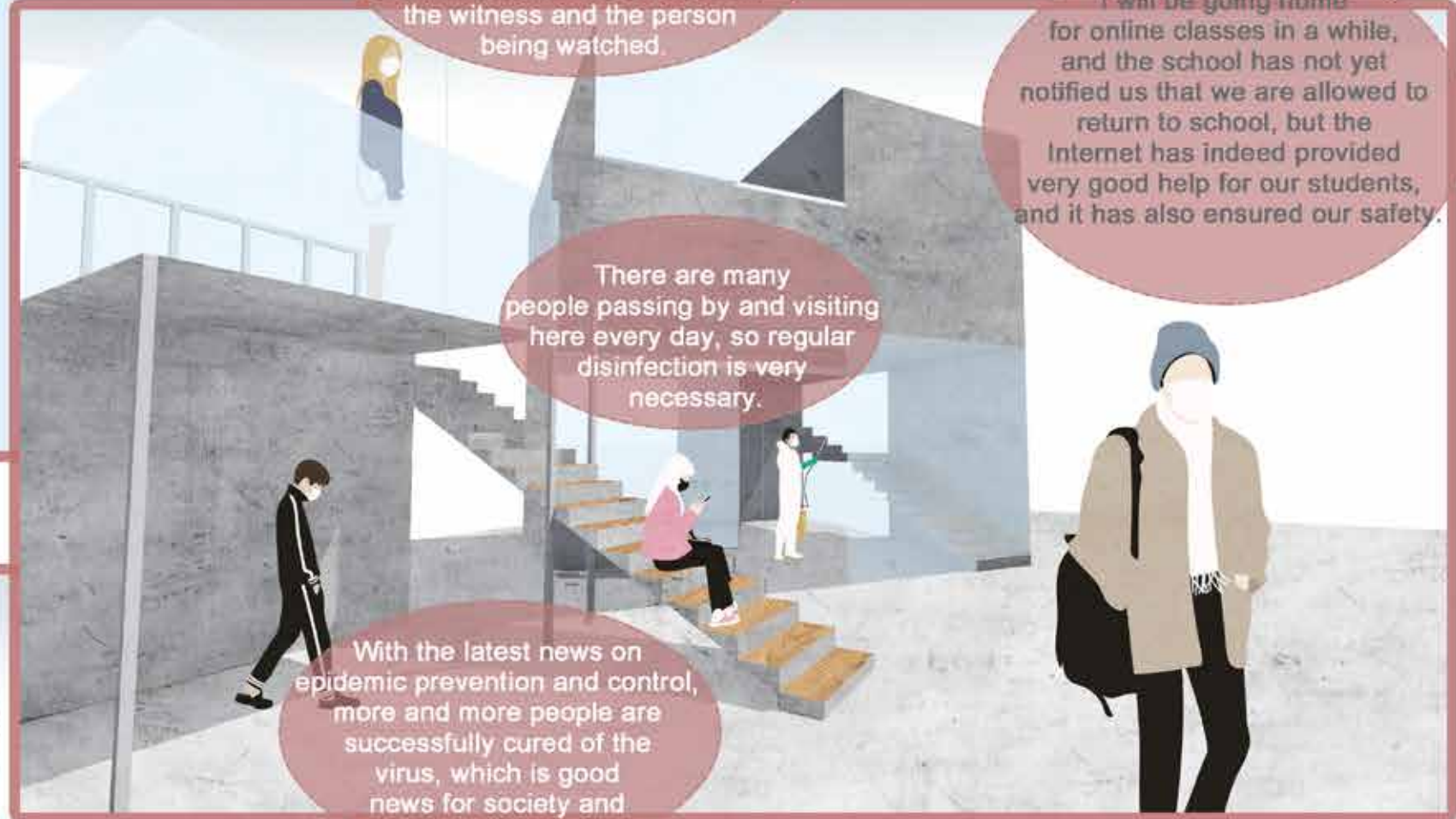


I often come here for shopping, and such an exhibition space in a place with a lot of traffic will become a good place to check in, and the experience will also allow us to reflect on the various phenomena of the epidemic on society.

Now I am used to wearing a mask, but fortunately, the communication between people has not been completely cut off.

From this higher perspective, you can also see people walking on the ground. The open space is not bound by glass and bricks. I am the witness and the person being watched.

I will be going home for online classes in a while, and the school has not yet notified us that we are allowed to return to school, but the Internet has indeed provided very good help for our students, and it has also ensured our safety.



There are many people passing by and visiting here every day, so regular disinfection is very necessary.

With the latest news on epidemic prevention and control, more and more people are successfully cured of the virus, which is good news for society and the economy.



At present, the government's publicity on the epidemic is still very effective, and there are many good publicity photography exhibitions and so on during this period. We can collect information from all over the world through different lenses.

We are not allowed to go out during the quarantine period, so we will finish the nucleic acid test and buy some anti-epidemic materials and food.

In this project, people are the subject, and all changes in the space are another revelation to people. The regulations in society are a constraint and a restriction on people, but these are transformed into objective items, such as transparent glass and cement wall panels, which allow people to feel their existence more intuitively, absolutely because of these frames, the light and shadow changes of the space have become the most characteristic in the project.