

## Appreciation Behavior based on Kansei in a Virtual Art Museum using VRML

Akira Okazaki

*Art and Design Institute, University of Tsukuba*

SeungHee Lee

*Art and Design Institute, University of Tsukuba*

Akira Hirotsomi

*Graduate School of University of Tsukuba*

Akira Harada

*Art and Design Institute, Graduate School of Comprehensive Human Sciences, University of Tsukuba*

### Abstract

Our previous research on viewing in a virtual art museum using VRML, showed almost no differences in time and evaluations. However, in terms of paths taken by viewers, we could see unique behavior in virtual space. To learn more about this behavior, we produced two types of software in this research-- one type that retraces the paths of the viewers, and another type that reproduces VRML from path data. The first type of software allowed us to reproduce the viewer's path, speed of viewing, and time spent viewing individual exhibits. The results indicated that viewers unconsciously attempted to approximate actual conditions by prioritizing visual information in the virtual space. The second type of software was used to reproduce, without further modification, the viewing of artists and/or critics in the virtual space, which we then used to propose a new viewing method.

### Keywords

Kansei, Subconsciousness, Appreciation Behavior

## Expected Images of Personal Homepages

Dung-Lung Wu

*Institute of Applied Arts National Chiao Tung University Hsinchu, Taiwan R.O.C.*

Ming-Chuen Chuang

*Institute of Applied Arts National Chiao Tung University Hsinchu, Taiwan R.O.C.*

Dung-Lung Wu

*Institute of Applied Arts National Chiao Tung University Hsinchu, Taiwan R.O.C.*

Ming-Chuen Chuang

*Institute of Applied Arts National Chiao Tung University Hsinchu, Taiwan R.O.C.*

### Abstract

The rapid development of World Wide Web (WWW) has brought convenience and pleasure to our modern life. Among various applications of WWW, the personal homepage is the most attractive trend to be developed. Besides of providing personal data, one of the main functions of a personal homepage is to express the owner's personality and disposition by the perceived image of the homepage. Color scheme of a personal homepage is one of the dominant design features in deciding the perceived image of a homepage. However, there is no comprehensive understanding about how color schemes affect the perceive image. Thus, the authors tried to explore the correspondence between the attributes of color scheme and some expected images of a personal homepage in this study of Kansei engineering. Firstly, the personal homepage template was designed by experts. A full range of color combinations then was applied to the template to form the test samples. Thirty subjects were recruited to make a SD evaluation for each test sample. By adopting the attributes of color combination as independent variables and image scales as dependent variables, a multi-linear regression was conducted on the collected data to find out the correspondence between color scheme and perceived images. Based on this correspondence, we have concluded the guidelines for designing color schemes to express the expected images of personal homepages.

### Keywords

personal homepages, color combination, Kansei engineering, SD method