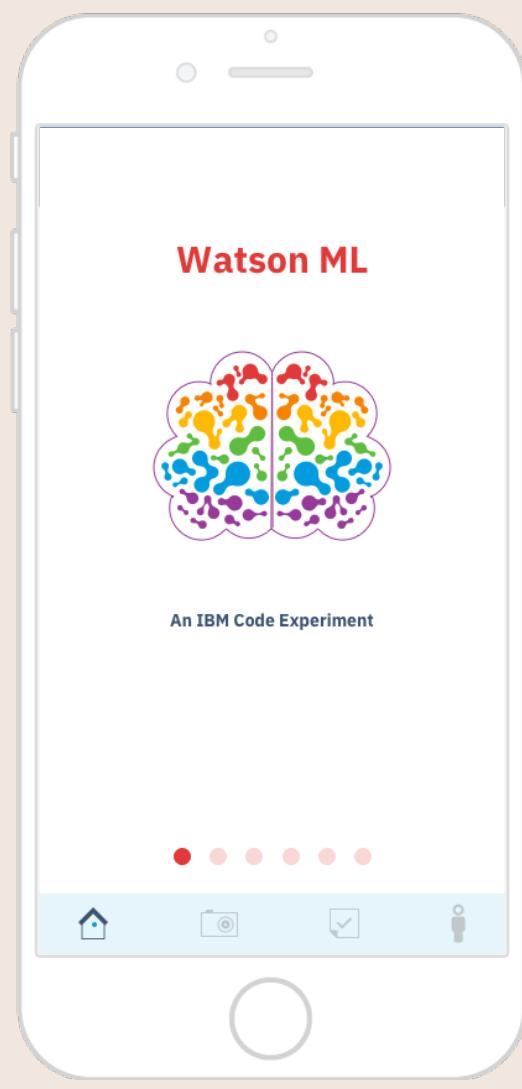


PERSONALITY HACKING

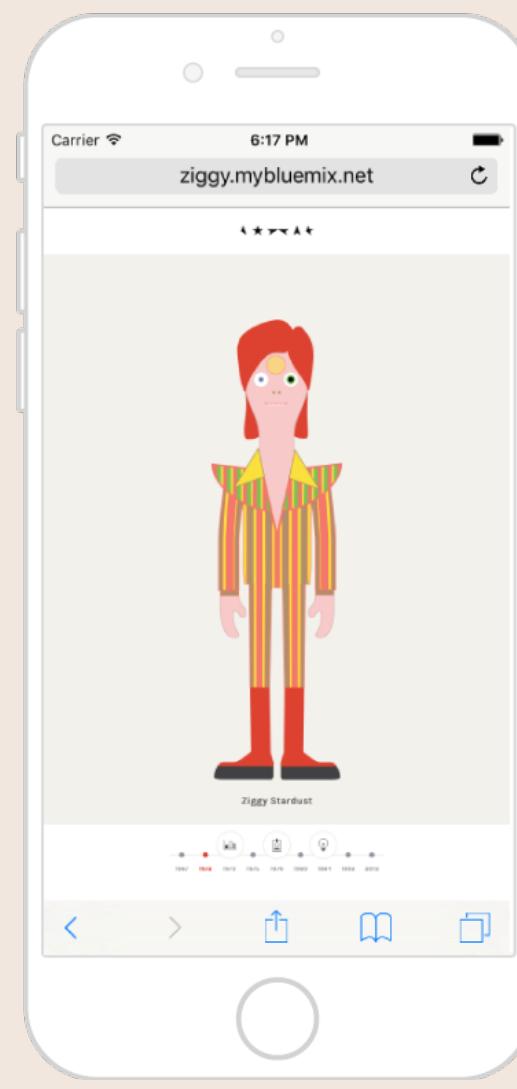
WITH NLP & CSS HOUDINI

ANTON McCONVILLE

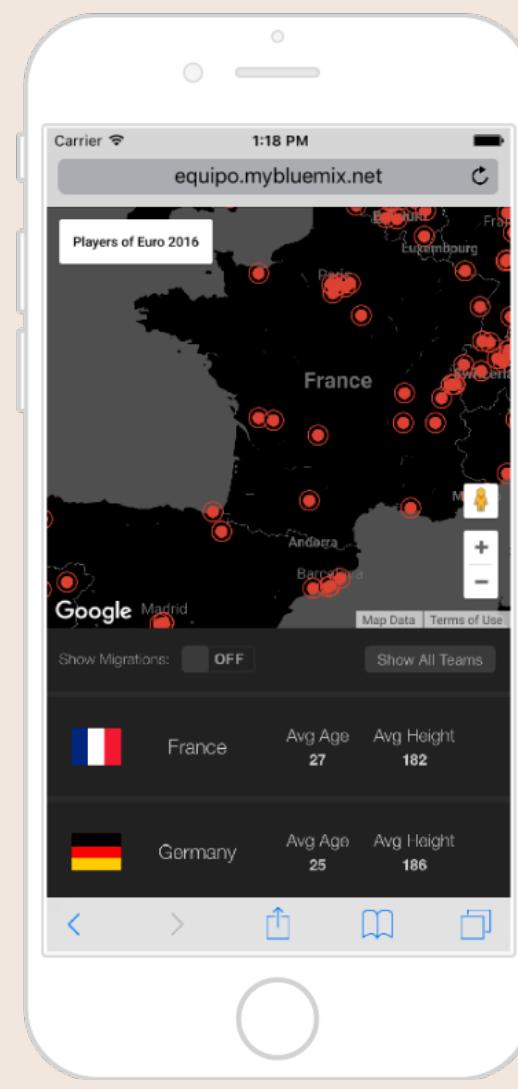
OCTOBER 2019



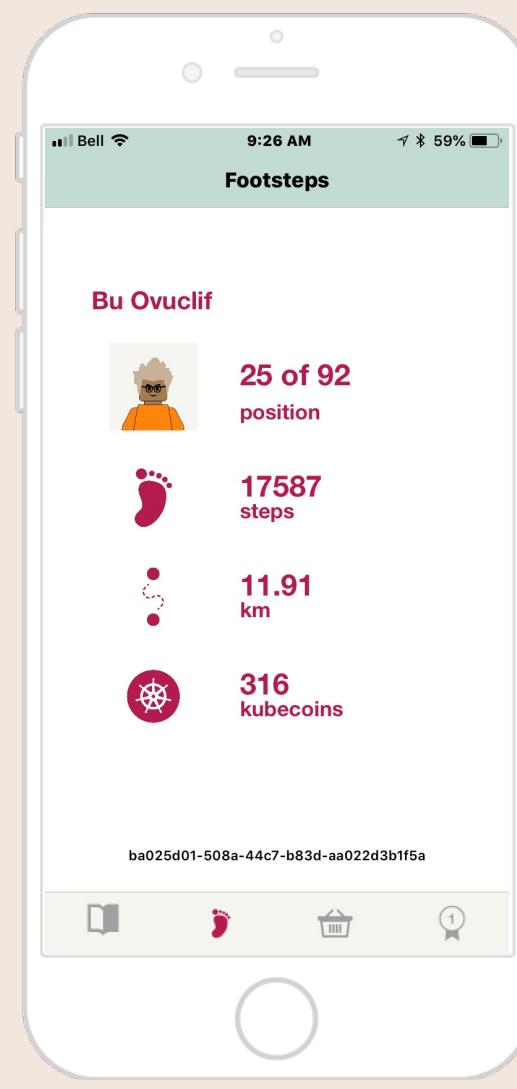
VISUAL RECOGNITION



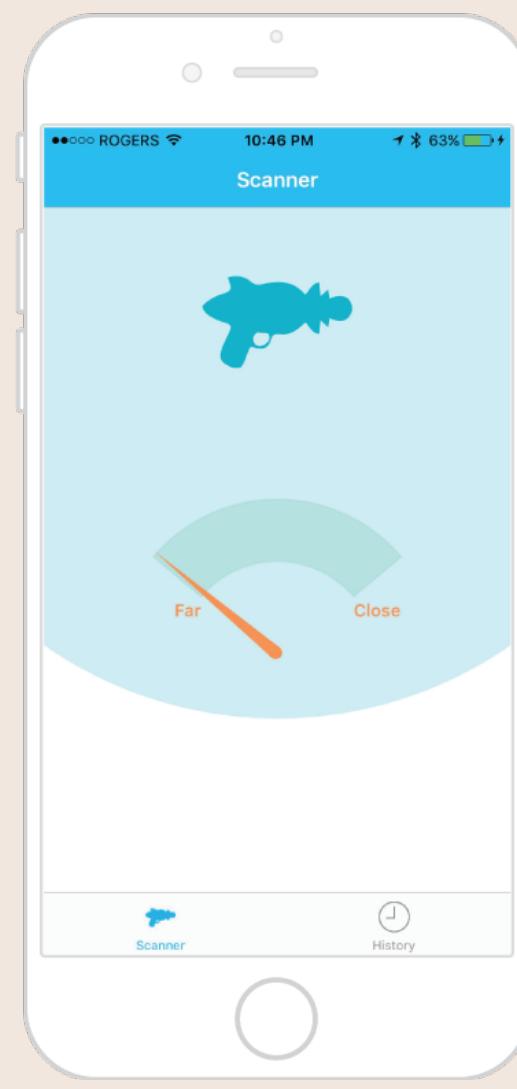
PERSONA STUDY



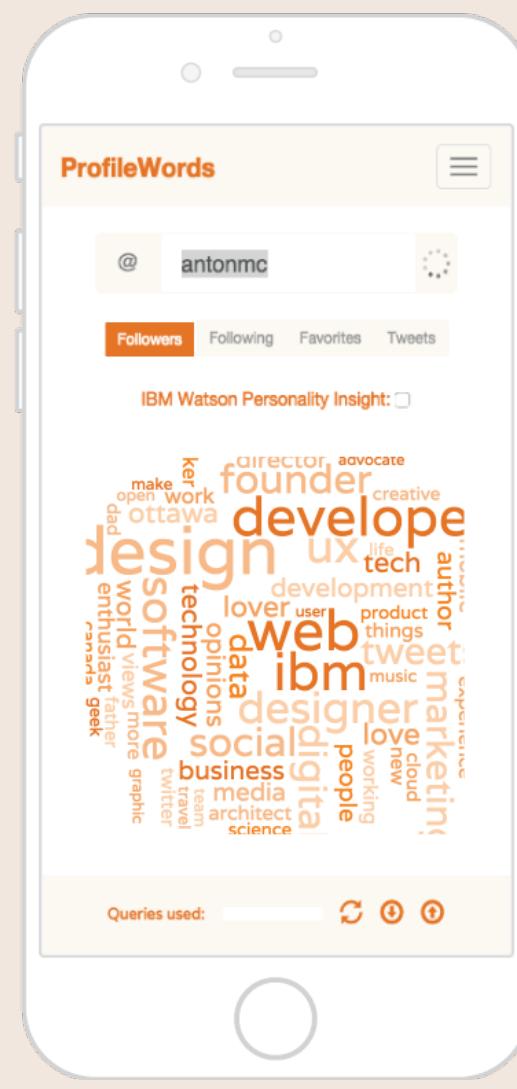
DATA MINING



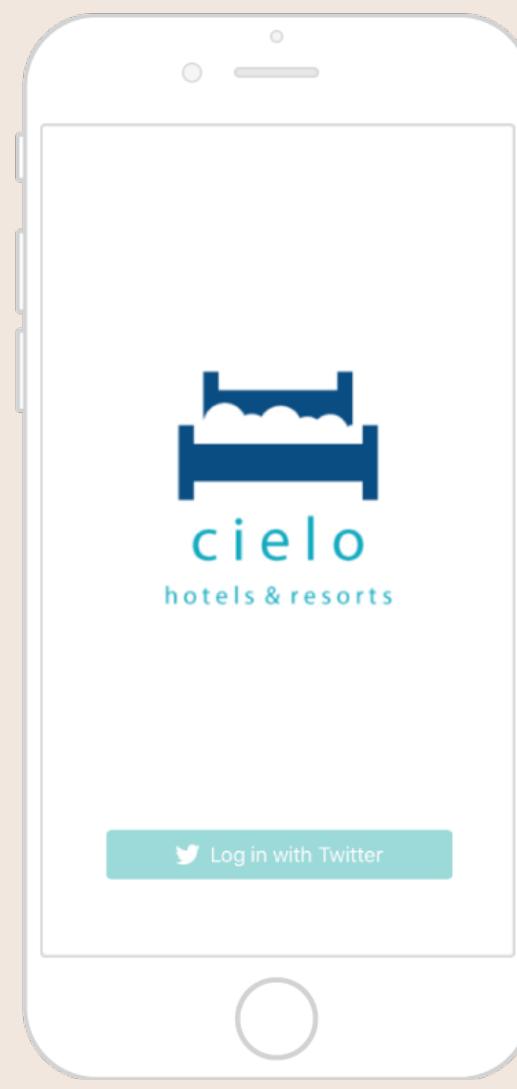
WELLNESS



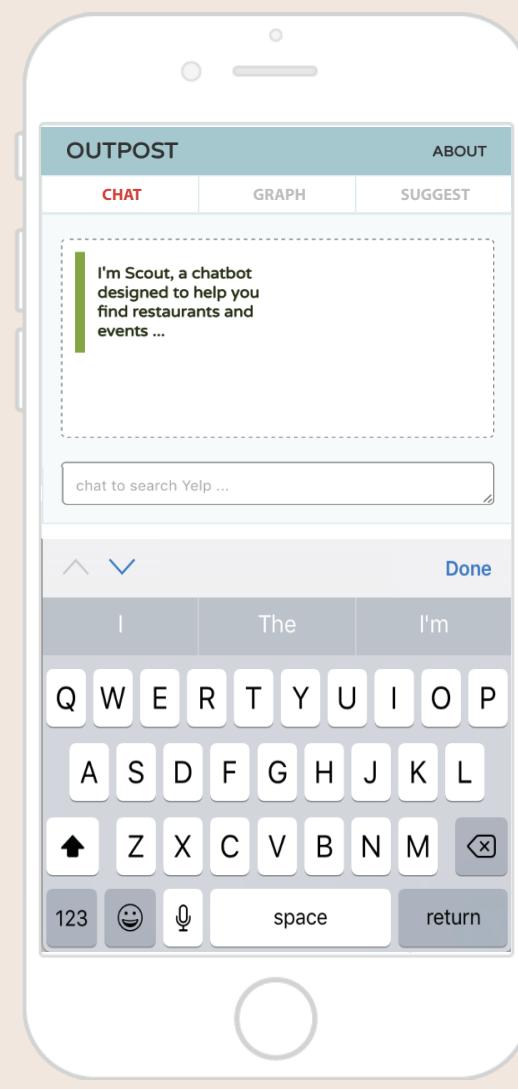
LOCATION AWARE



SOCIAL INSIGHT



IoT



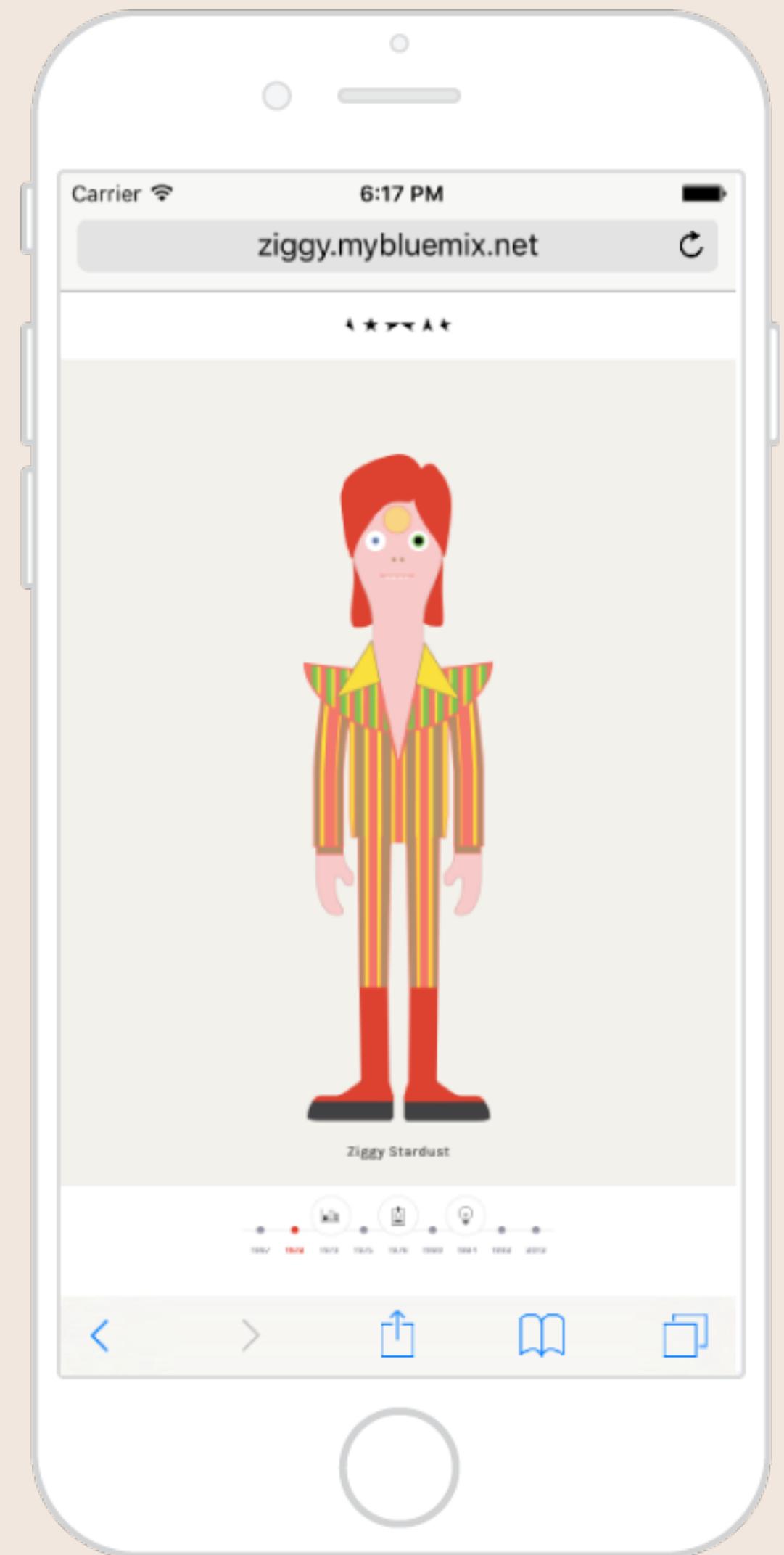
CHATBOT

ANTON McCONVILLE



DIGITAL DESIGNER & DEVELOPER

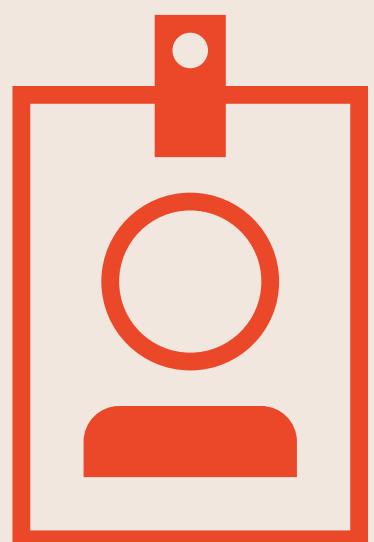
SENIOR TECHNICAL STAFF MEMBER, IBM



PASSION PROJECT

**ANALYZING PERSONA
THROUGH LYRICS**

**NATURAL LANGUAGE PROCESSING
DIGITAL EXPRESSION
SELF REFLECTION**



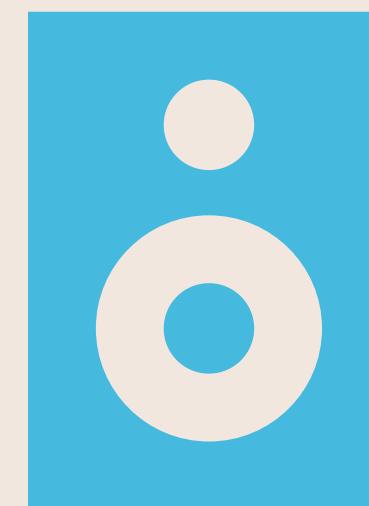
1

**PERSONALITY
THROUGH
NATURAL
LANGUAGE**



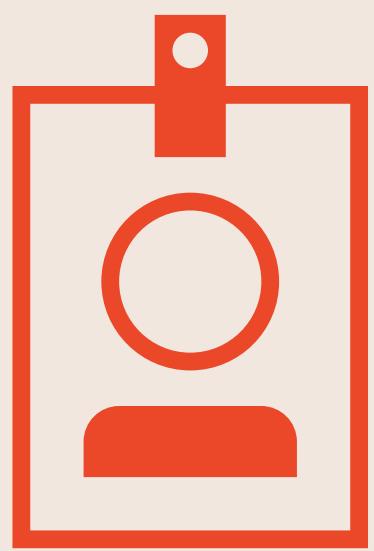
2

**WORKING
WITH
CSS HOUDINI
PAINT API**



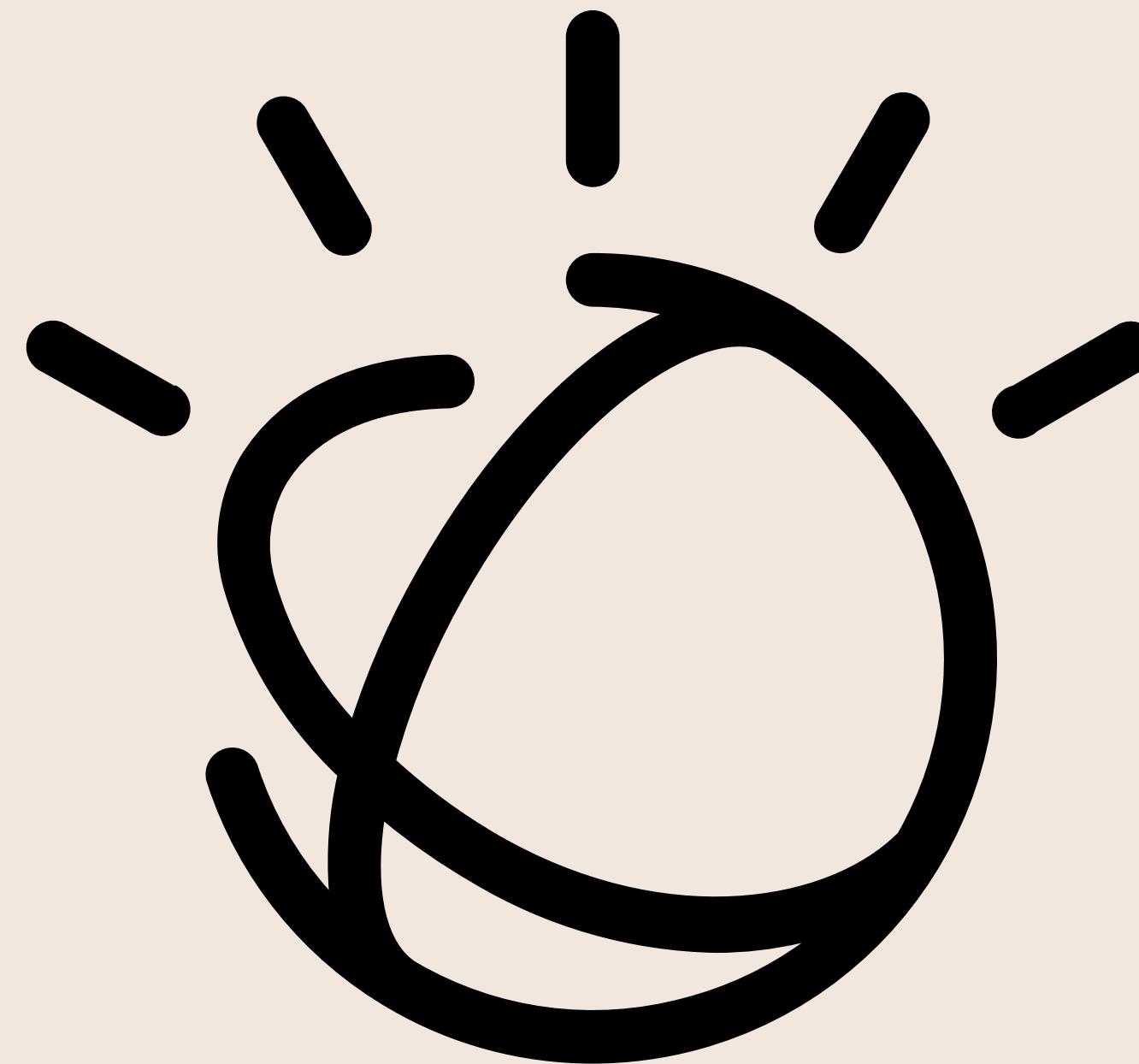
3

**EXPERIMENTING
WITH WEB AUDIO
API**



1

**PERSONALITY
THROUGH
NATURAL
LANGUAGE**



**WATSON
PERSONALITY
INSIGHTS**

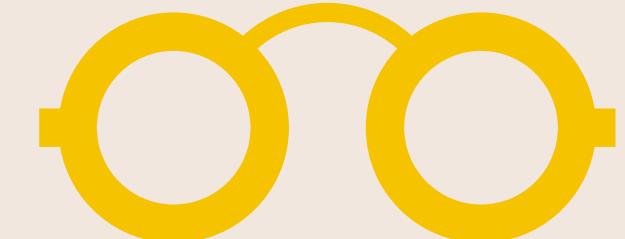
(CAN USE FREE TRIAL PLAN)

CONCEPTS - BIG FIVE PERSONALITY TRAITS



OPENNESS

APPRECIATION
FOR ART,
EMOTION,
ADVENTURE



CONCIENCIOUSNESS

TENDENCY TO BE
ORGANIZED AND
DEPENDABLE,
SHOW
SELF DISCIPLINE



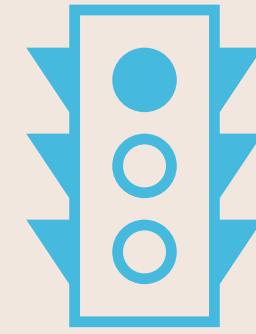
EXTRAVERSION

ENERGY,
POSITIVE EMOTIONS,
ASSERTIVENESS,
SOCIABILITY



AGREEABLENESS

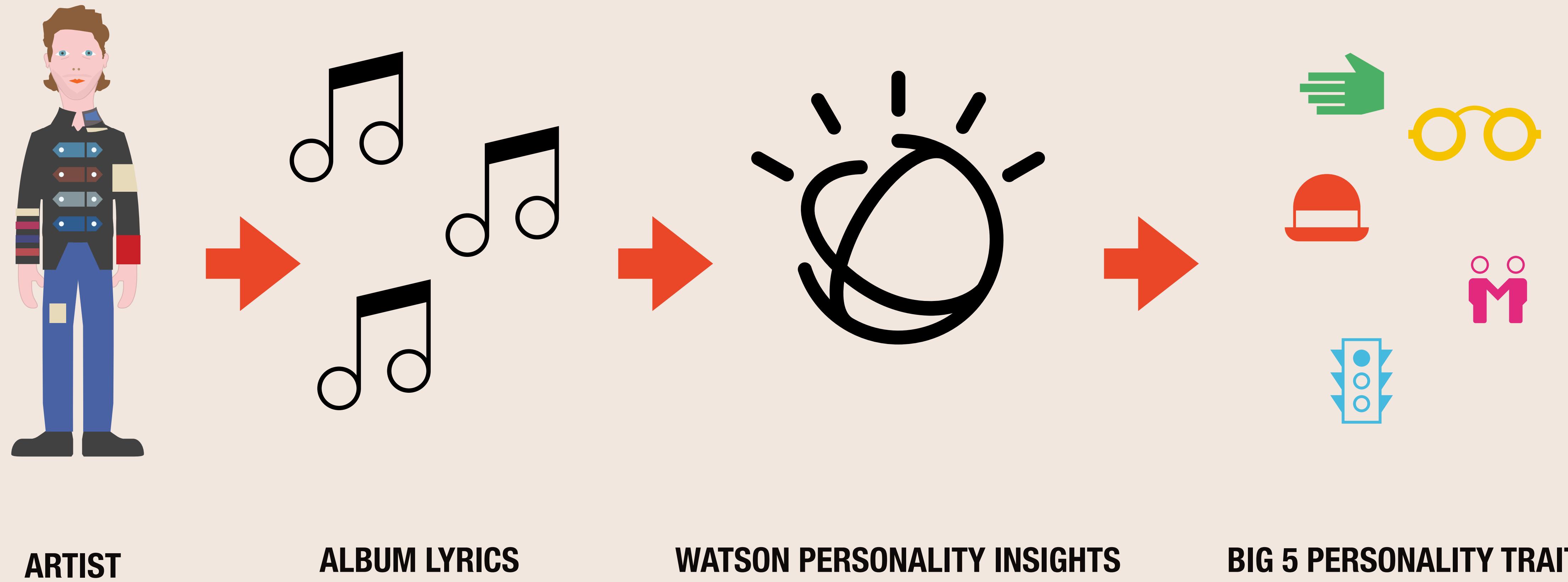
TENDENCY TO BE
COMPASSIONATE
AND
COOPERATIVE



EMOTIONAL
RANGE

DEGREE OF
EMOTIONAL
STABILITY
AND IMPULSE
CONTROL

CONCEPTS - GATHERING PERSONALITY DATA FROM LYRICS



INSPIRED BY COLDPLAY



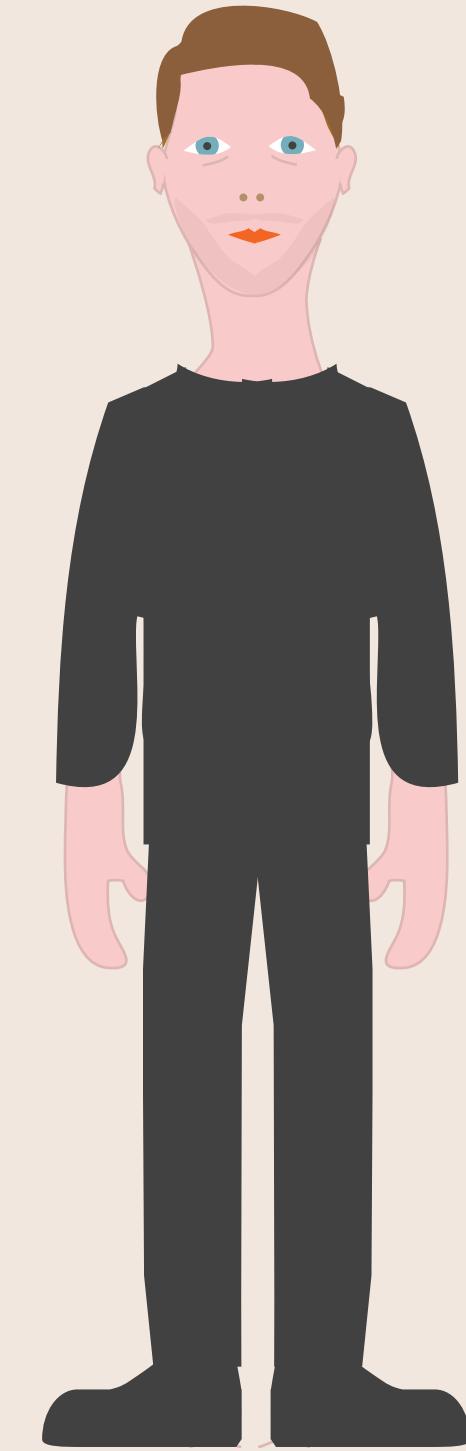
COLDPLAY 2000 - 2015



PARACHUTES
2000



A RUSH OF BLOOD
TO THE HEAD
2002



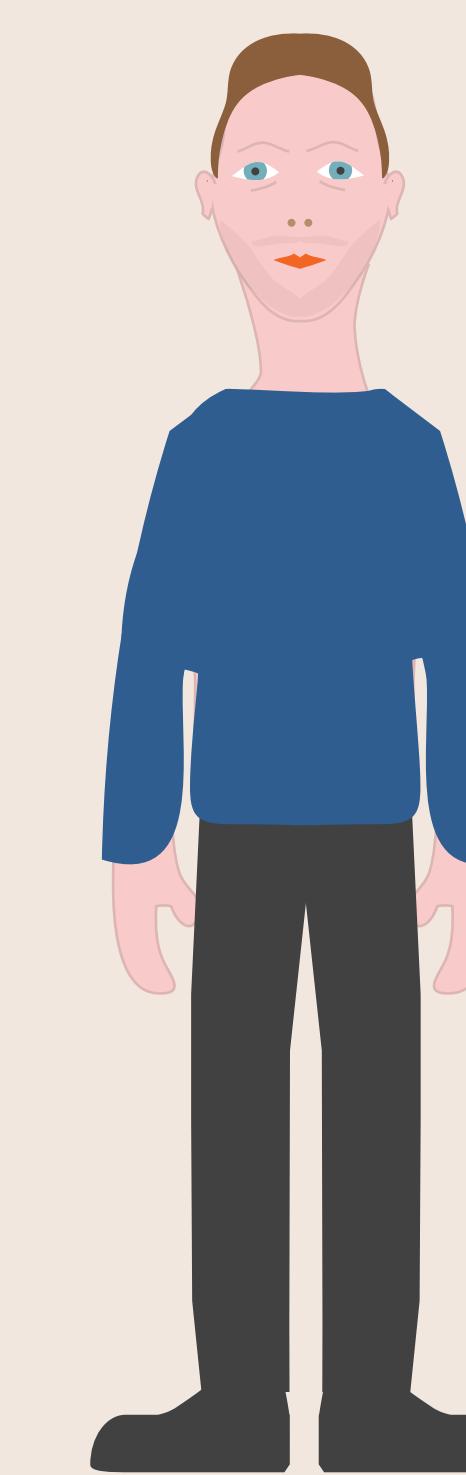
X AND Y
2005



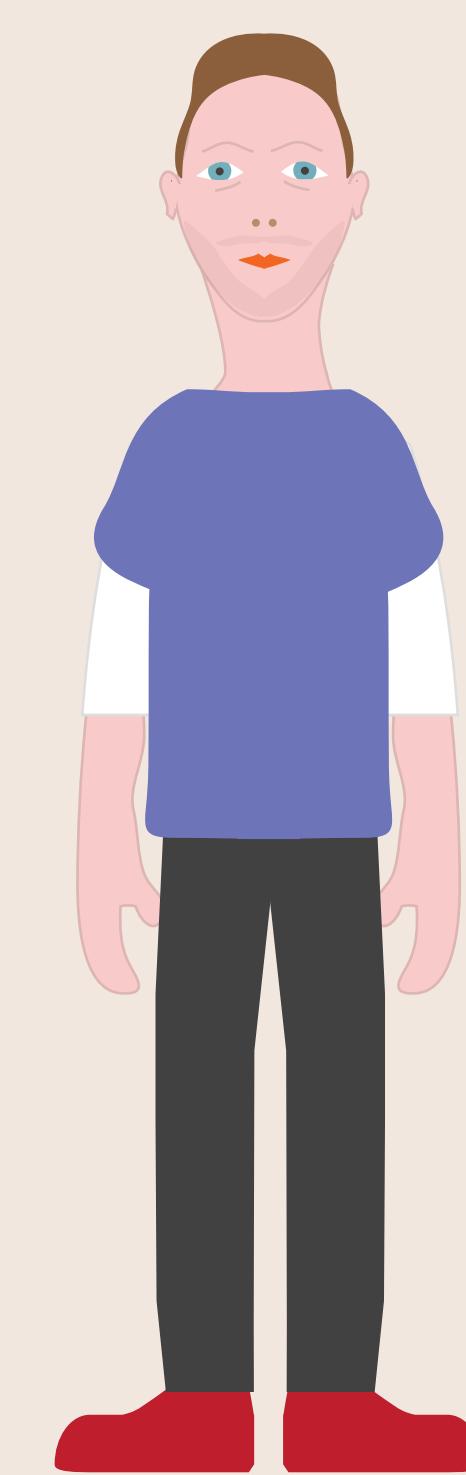
VIVA LA VIDA
2008



MYLO XYLOTO
2011



GHOST STORIES
2014



A HEAD FULL OF
DREAMS
2015

CODE WALKTHROUGH



& DEMO



2

**WORKING
WITH
CSS HOUDINI
PAINT API**



**DATA
DRIVEN
CONFETTI**

WORKING WITH CSS HOUDINI PAINT API



**CSS HOUDINI IS A COLLECTION OF
BROWSER APIs THAT REACH INTO
THE CSS ENGINE.**

**CSS HOUDINI PAINT API ALLOWS
US TO DRAW HTML BACKGROUNDS
WITH THE CANVAS API**

CODE WALKTHROUGH



& DEMO

ANATOMY OF A CUSTOM CSS CLASS

GET
PROPERTIES

CUSTOM
PARAMETERS

PAINT CALL

DRAWING
SURFACE

SETTINGS

HEIGHT &
WIDTH

```
class MyNewPaintClass{  
  
    static get inputProperties{  
  
        return[ '-property1',  
                '-property2' ];  
    }  
  
    paint(context, geometry, properties){  
  
        // read properties  
  
        this.draw(context, geometry);  
    }  
  
    draw(context, geometry){  
        // do canvas things here  
    }  
}
```

ORGANIZING FILES FOR BUILDING WITH A CUSTOM CLASS

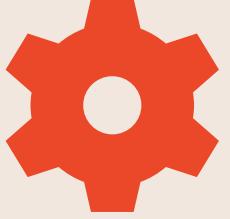
HTML FILE
ID FOR
YOUR DOM
ELEMENT

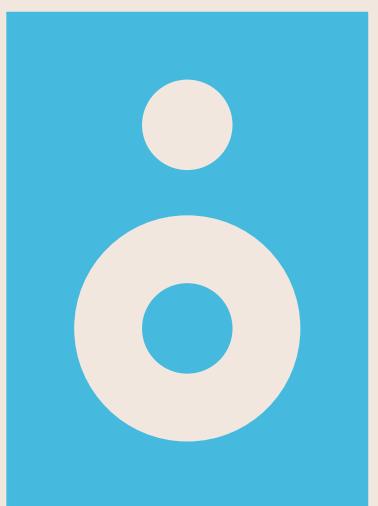
JAVASCRIPT
FILE FOR YOUR
CUSTOM CLASS
IMPLEMENTATION

CSS FILE
USING THE
CLASS
DEFINITION

JAVASCRIPT
FILE TO
REGISTER YOUR
CUSTOM CLASS

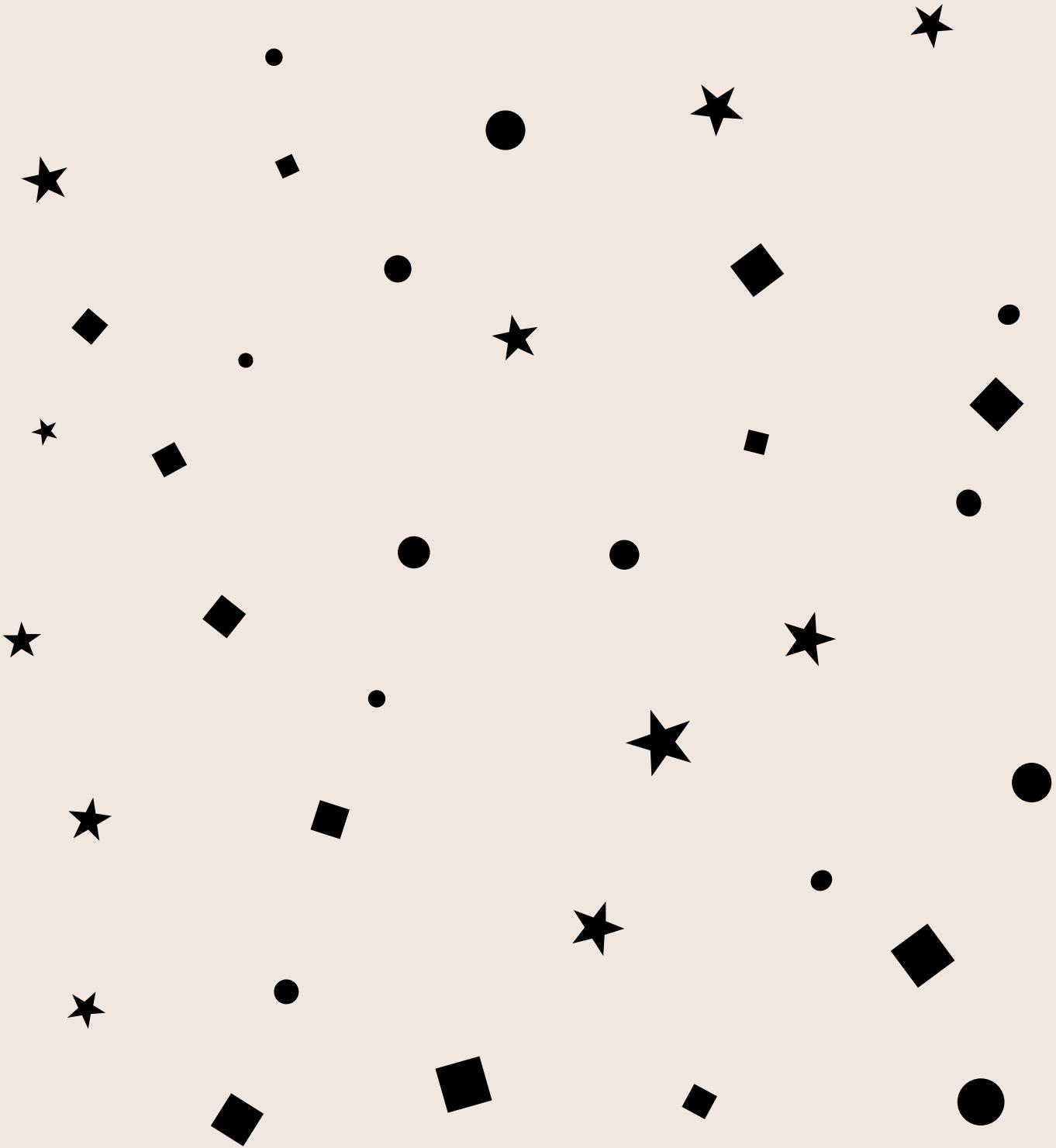
TIPS FOR BUILDING YOUR OWN CSS CLASS

- 1  **THINK OF FRESH IDEAS TO ENHANCE THE UX :)**
- 2  **PROTOTYPE WITH JUST HTML AND CANVAS FIRST**
- 3  **CREATE & TEST A SKELETON FOR THE NEW CLASS**
- 4  **MOVE THE CANVAS CODE TO THE SKELETON & TEST**
- 5  **EXPERIMENT WITH VARIABLES**



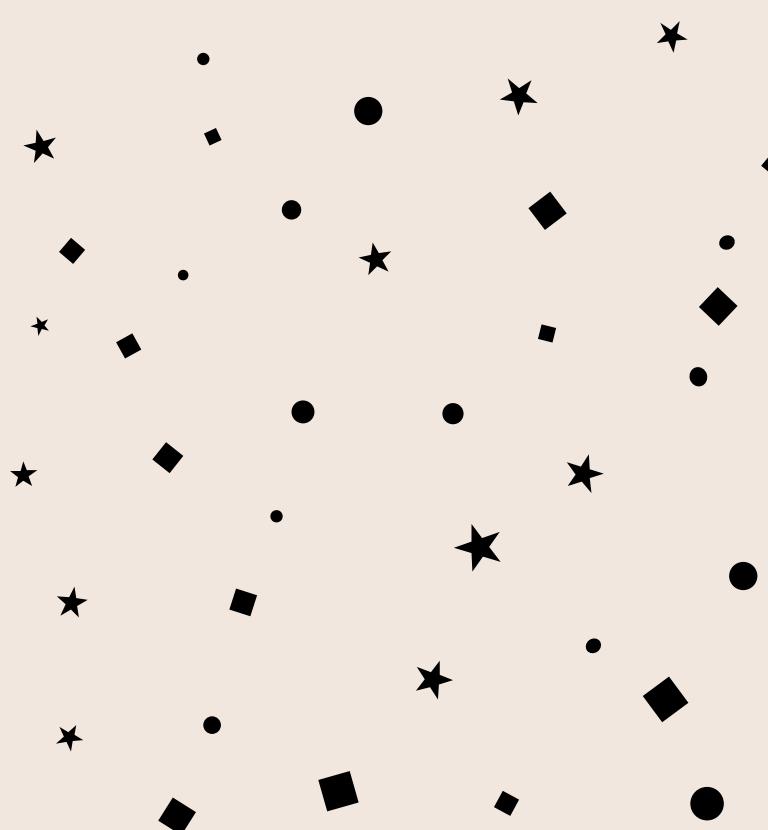
3

EXPERIMENTING
WITH WEB AUDIO
API



**CONTROLLING
CONFETTI
WITH SOUND**

EXPERIMENTING WITH WEB AUDIO API



**THE WEB AUDIO API IS A HIGH LEVEL
JAVASCRIPT API FOR PROCESSING AND
SYTHESIZING AUDIO IN WEB APPLICATIONS**

**IS IT POSSIBLE TO CONTROL THE
CONFETTI ANIMATION USING THE
AMPLITUDE OF A SOUND FILE?**

CODE WALKTHROUGH

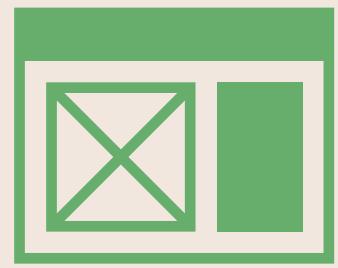


& DEMO

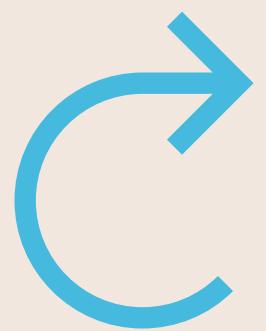
WHY DOES ANY OF THIS MATTER?



HOUDINI OPENS UP NEW OPTIONS FOR CREATIVE VISUALIZATION



EASY LAYOUT WITH FLEX AND GRID FOR CANVAS BASED ELEMENTS

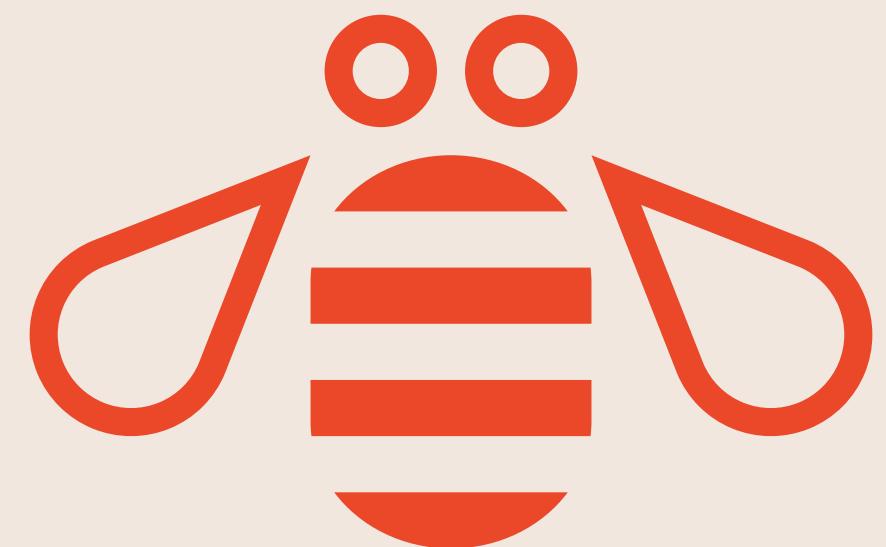


EASY TO SHARE AND REUSE VISUAL CUSTOM CLASSES



**NATURAL LANGUAGE ANALYSIS OFFERS BETTER UNDERSTANDING
OF OUR CLIENTS AND OURSELVES :)**

RESOURCES



@antonmc

<https://github.com/mccconville/coldplay>

THANK YOU :)