

Products

with

Personality

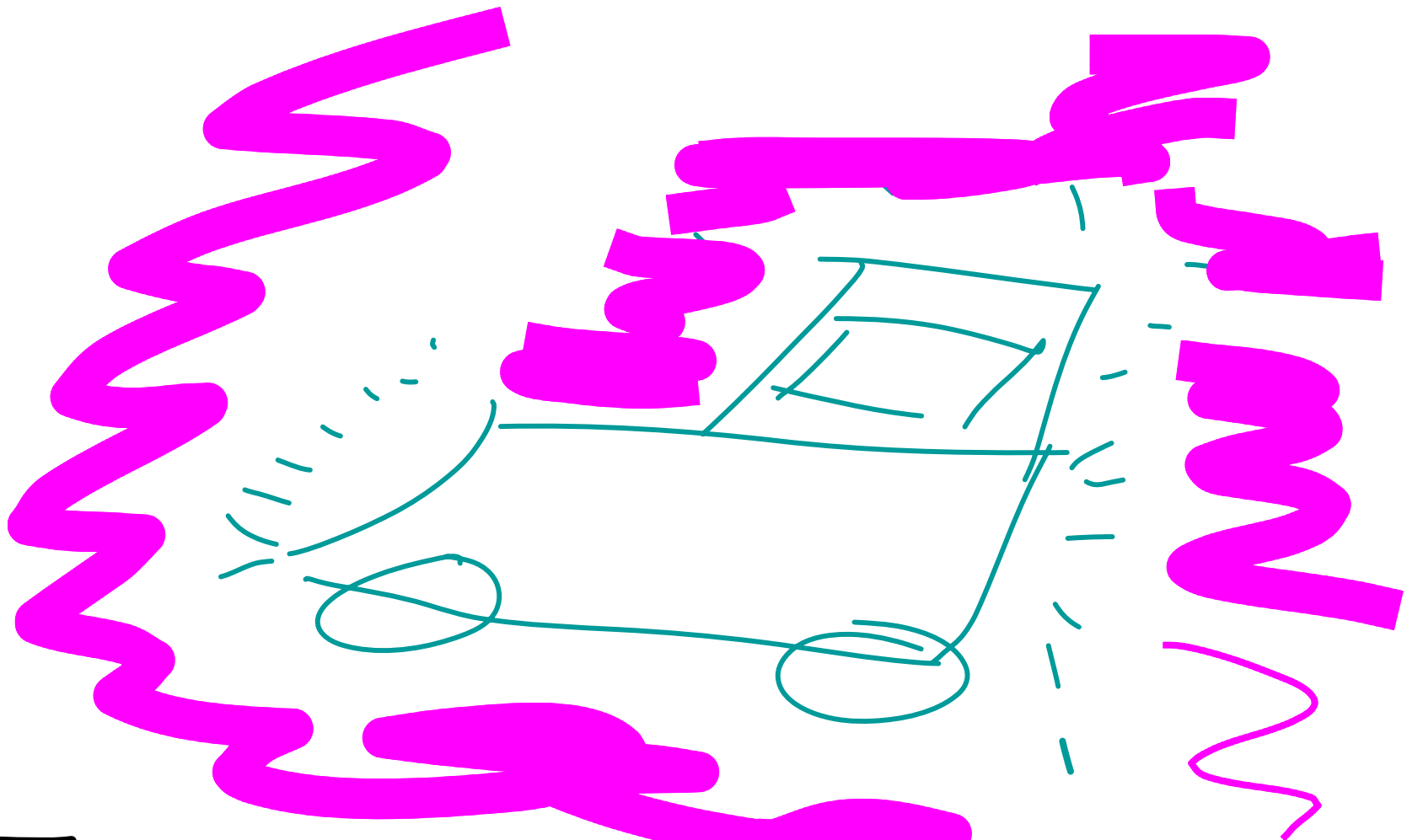
&

Emotions

Don Norman

Nielsen Norman Group

Northwestern University



Frightened

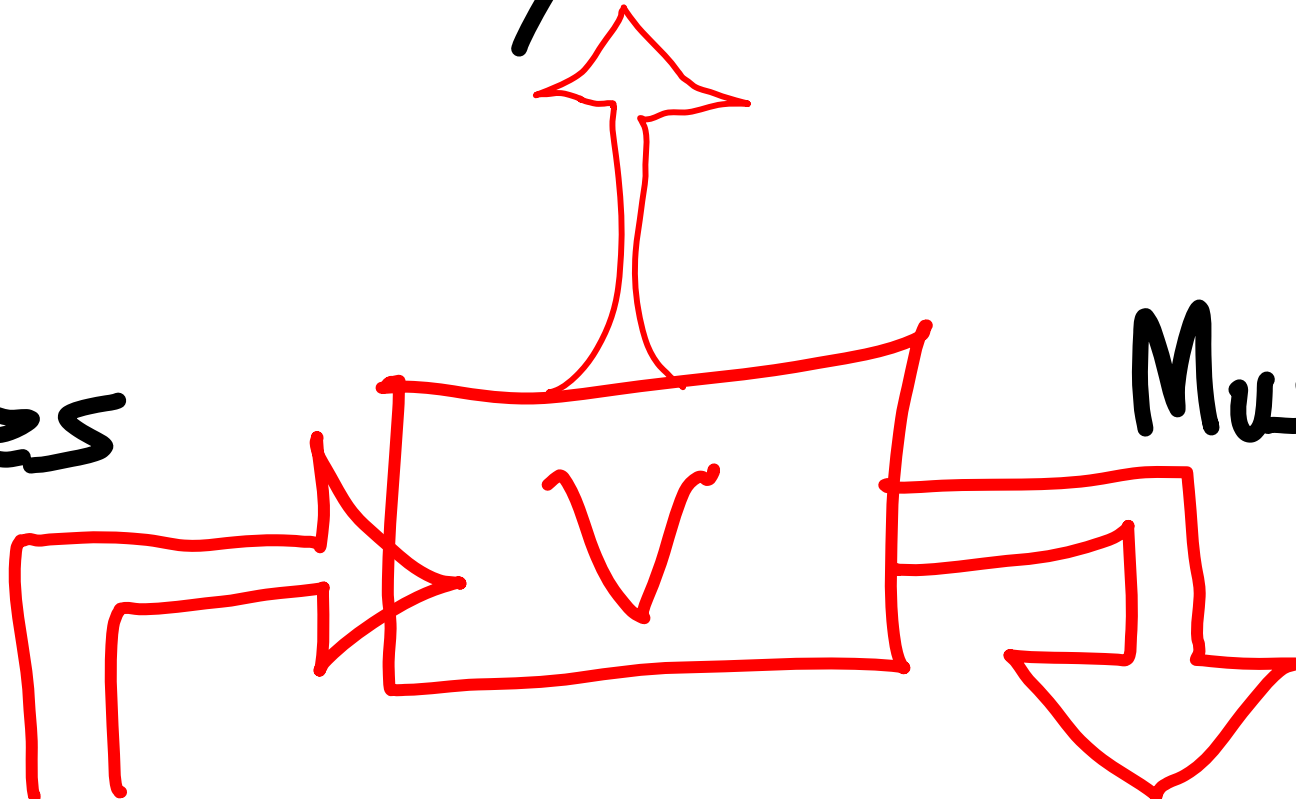
Autos

Visceral

Good/Bad

Senses

Muscles



Bitter

Sweet

Warm

Harmonious

Dark

Human

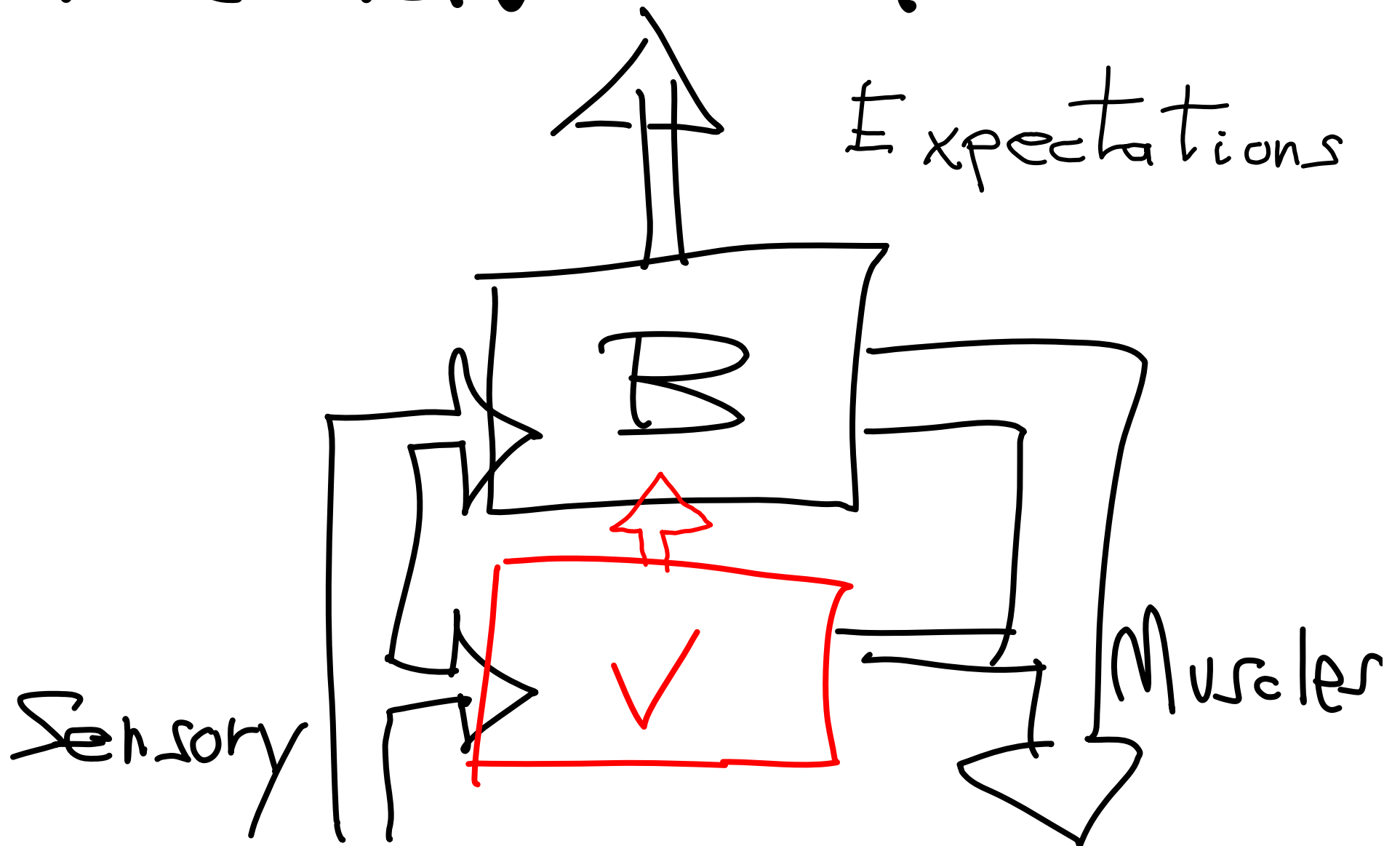
Heights

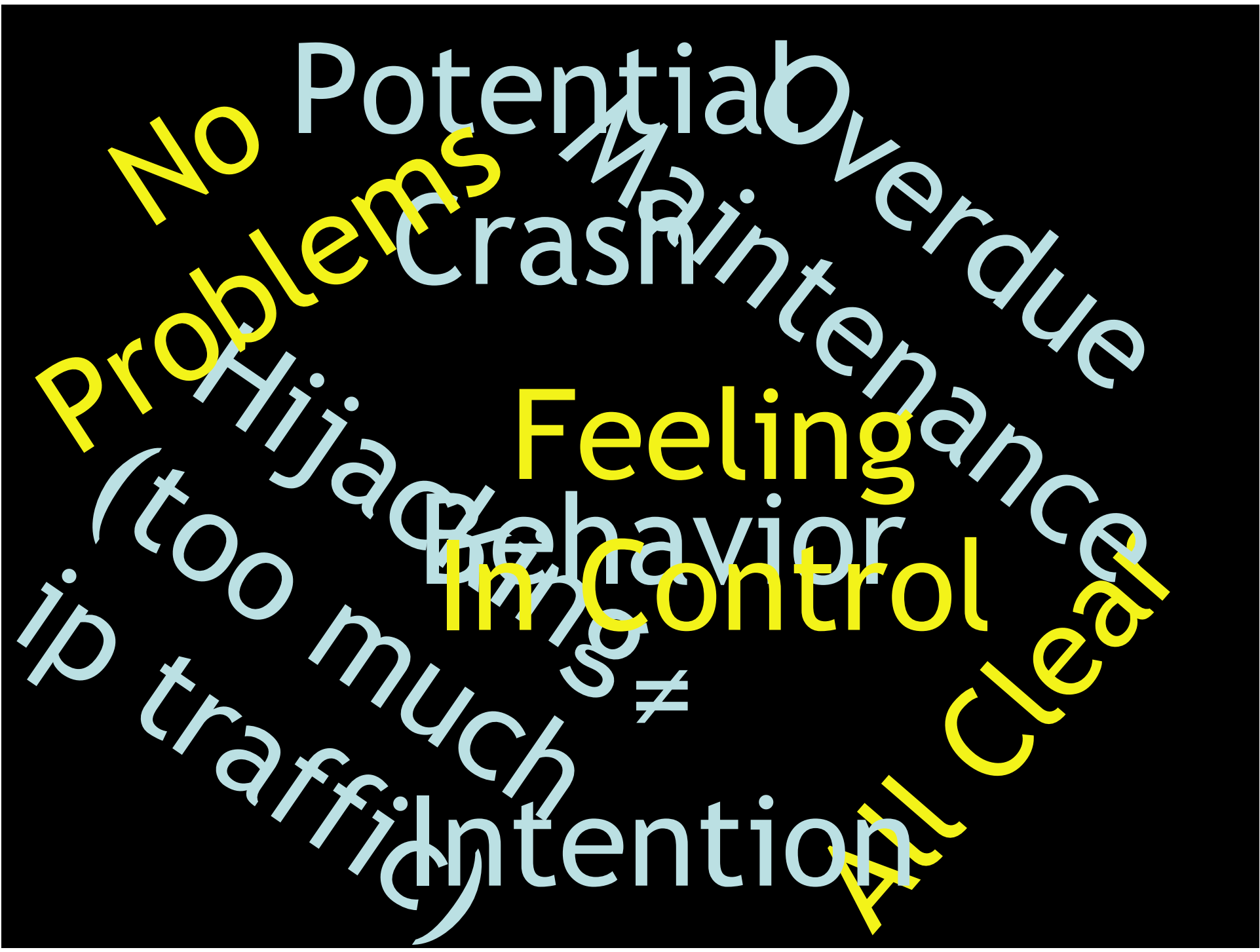
Voices & Spiders

Symmetrical

Babies

Behavioral



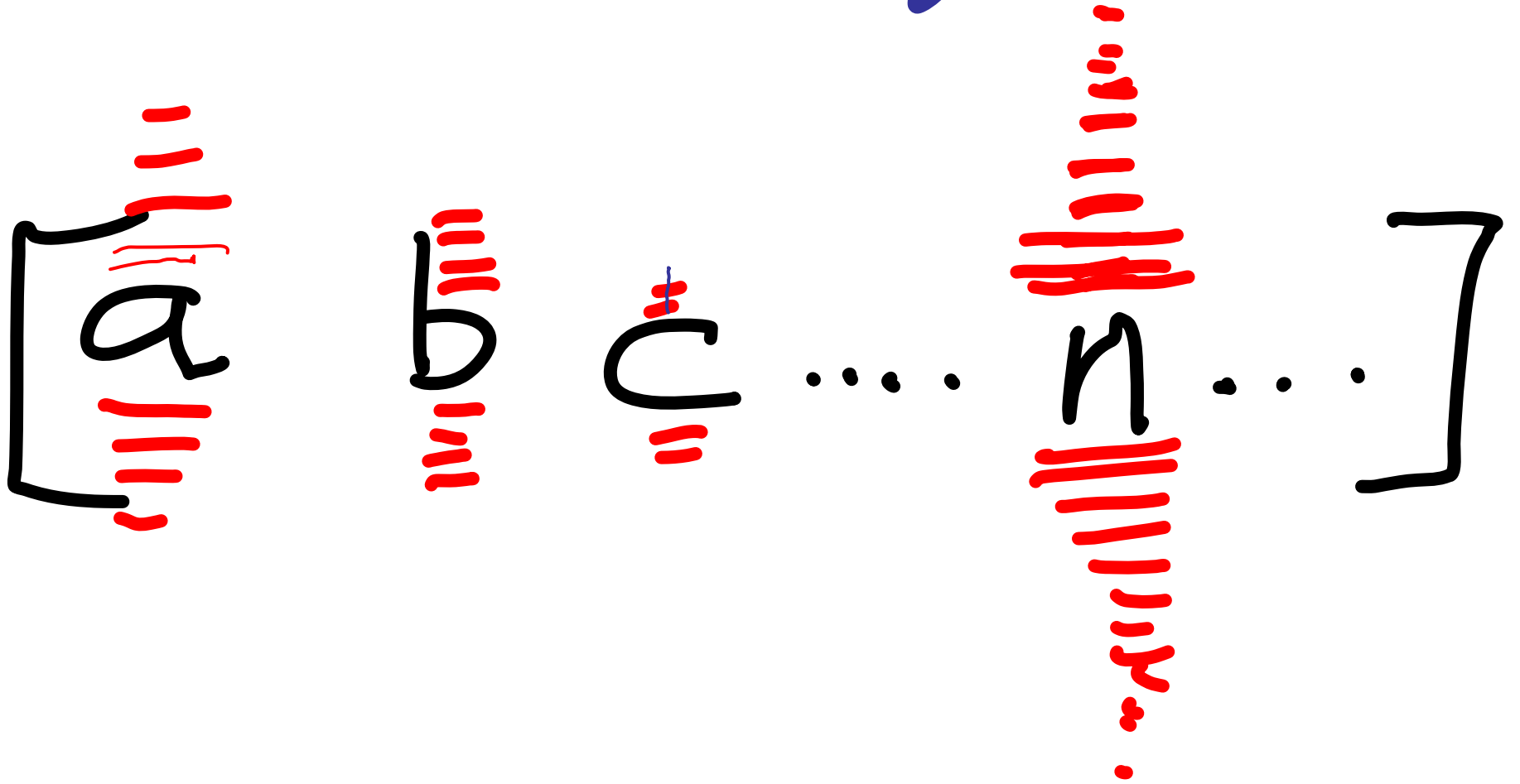


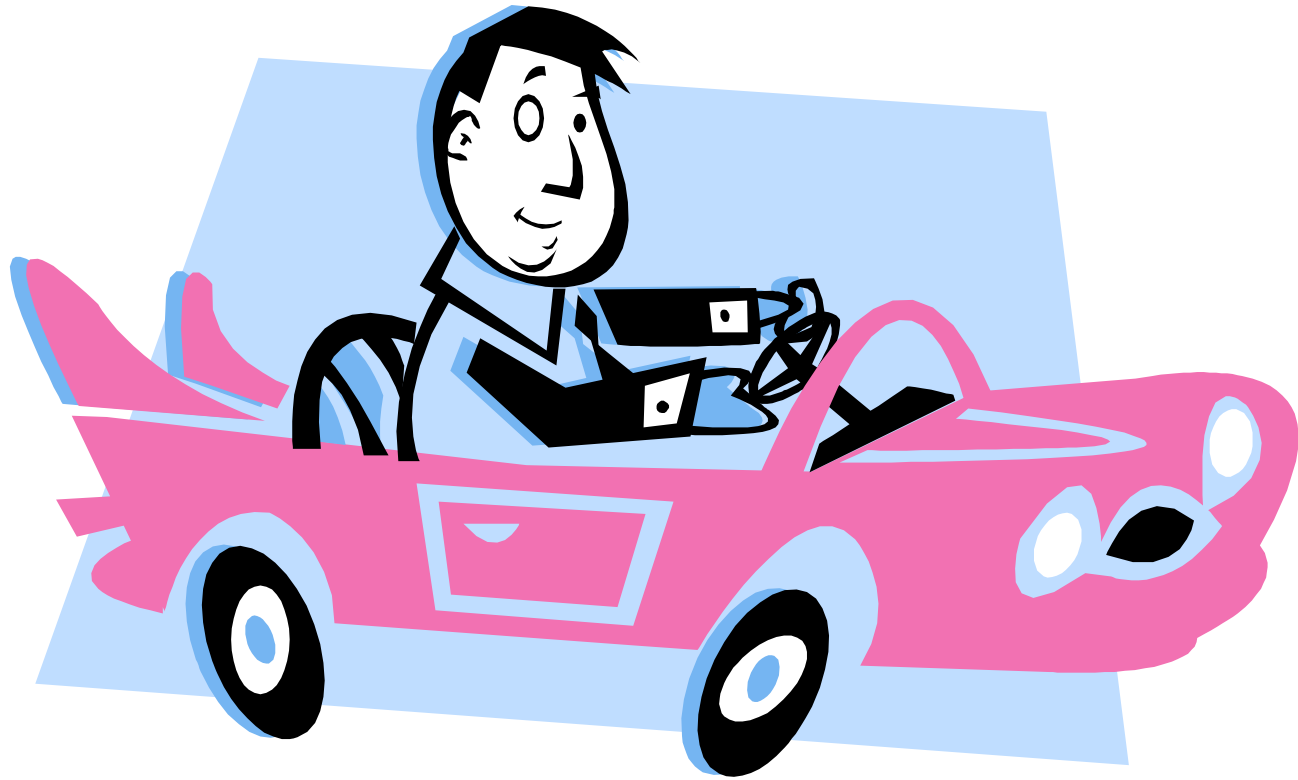
Reflection

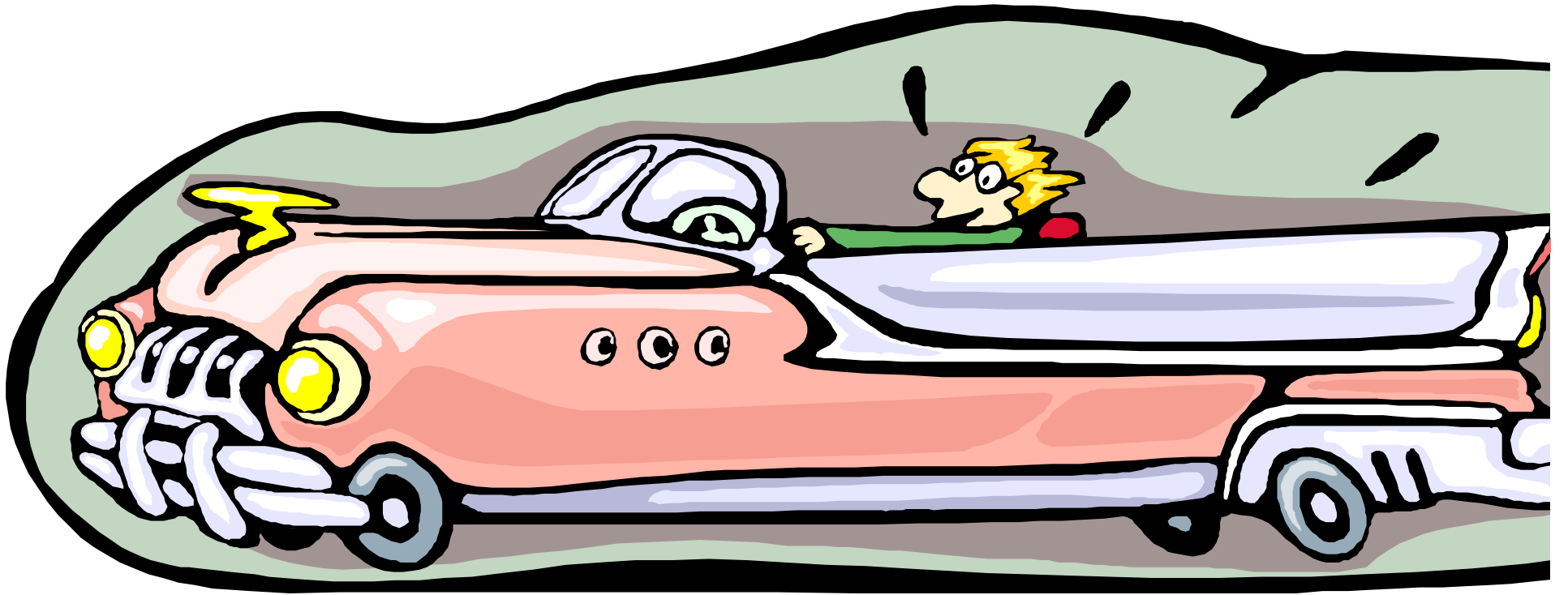


Trust Unexpectedly Badly
System Load & Maintained
Vibration Reliable
Previous Operator
Bad
Experience Expectations Exceeded

Personality Vector









The Big 5 (OCEAN)

Openness
Conscientiousness
Extraversion
Agreeableness
Neuroticism

V - Level

Elevator

Romba Robot Vacuum

Heat Sensor

Auto Sprinkler

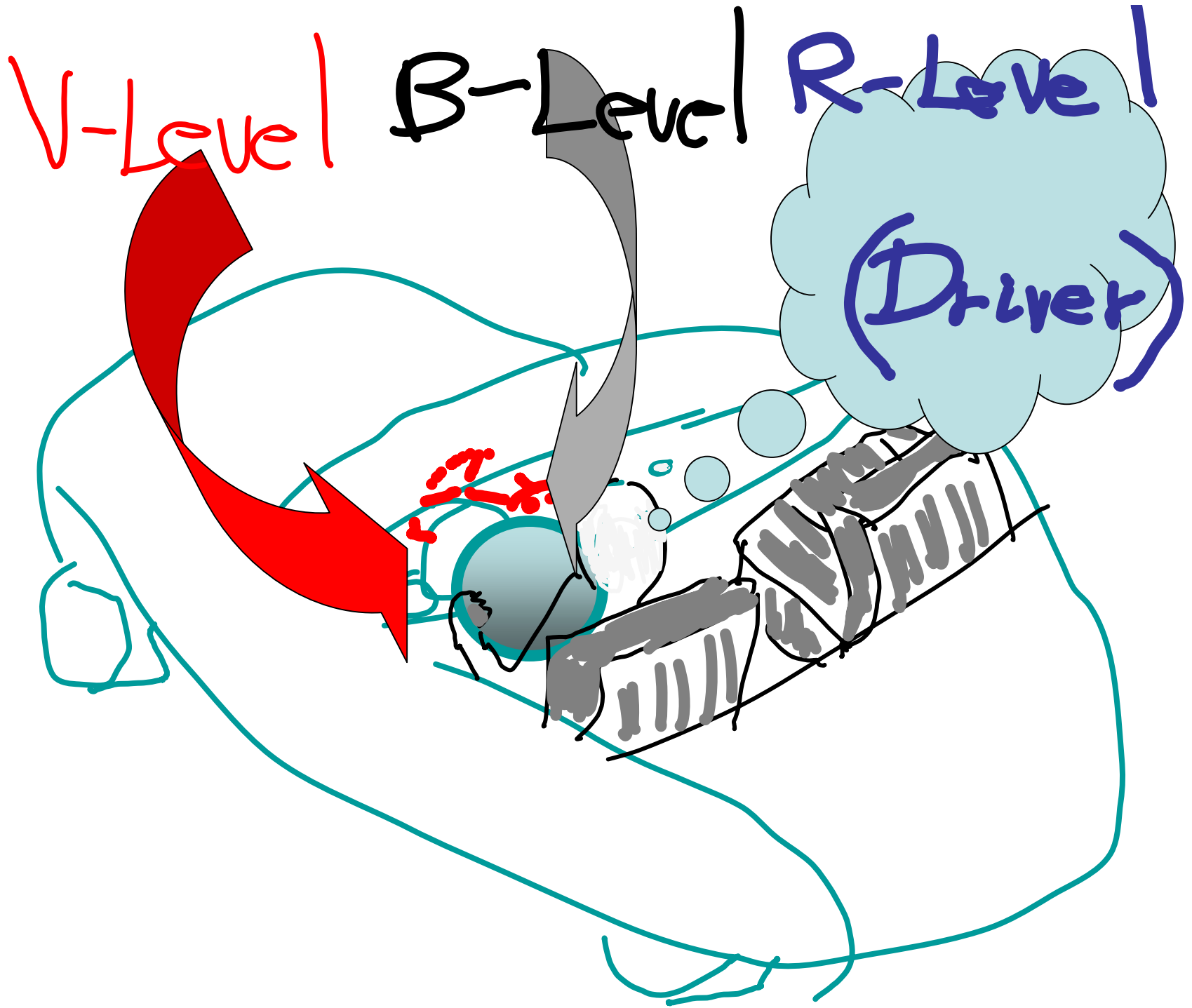
B-Level

Collision Monitor

Power Monitor

Predictive Displays

Auto-Pilots



Communication

V₀: Direct Sensory

V- Communication

Sight/Sound/Feeling

Communication

B: Behavioral Predictors

V: Direct Sensory

B - Communication

Warnings
Sounds
Lights
Vibration

Communication

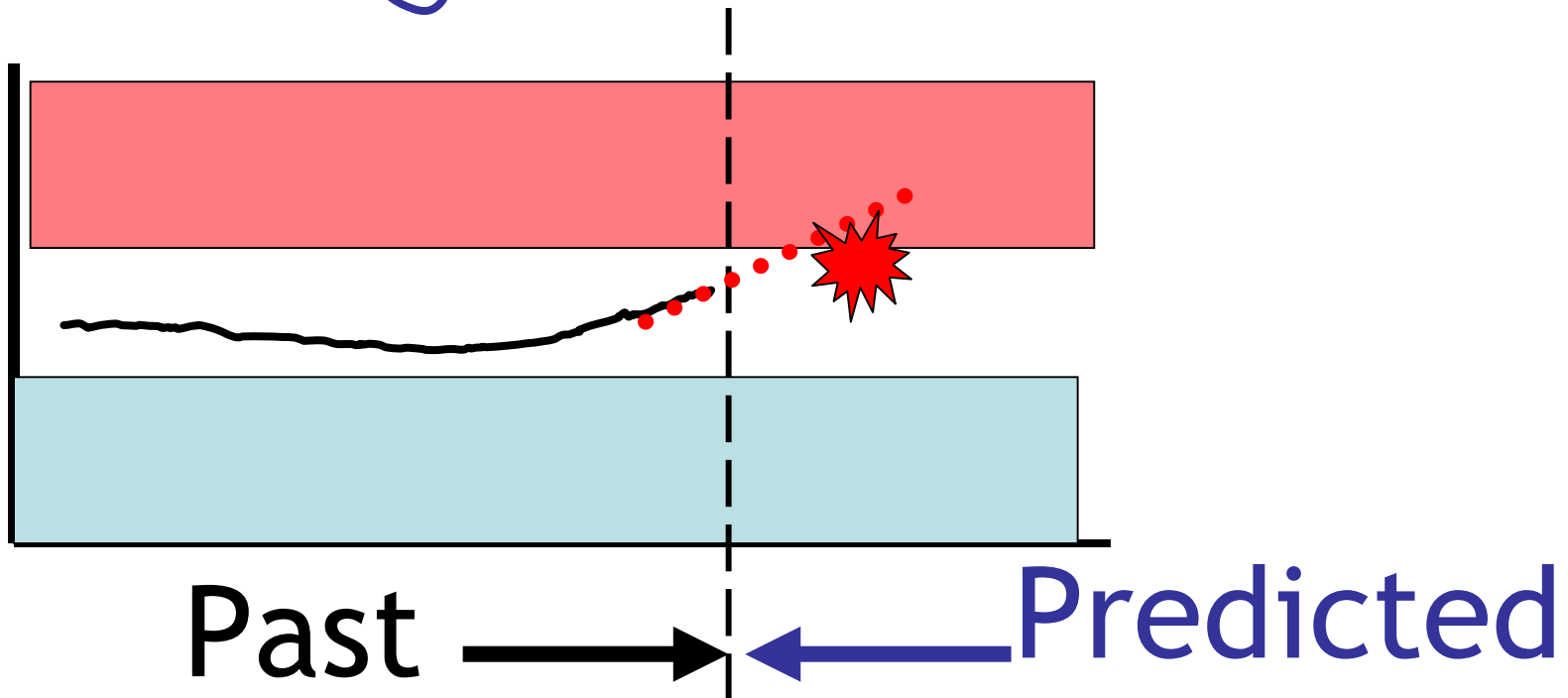
R: Symbolic

B: Behavioral Predictors

V: Direct Sensory

R - Communication

Speech & Text Diagrams



Tuning

Personality tests?

Learning?

Adjusting?

Products

with

personality

&

Emotions

Fun

But Real!

Products

with

Personality

&

Emotions

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