PERSONALITIES

Play Lab

Today

- A voice is more than just a voice

- How do we treat computers?

- Conversational agents

- Animistic designs

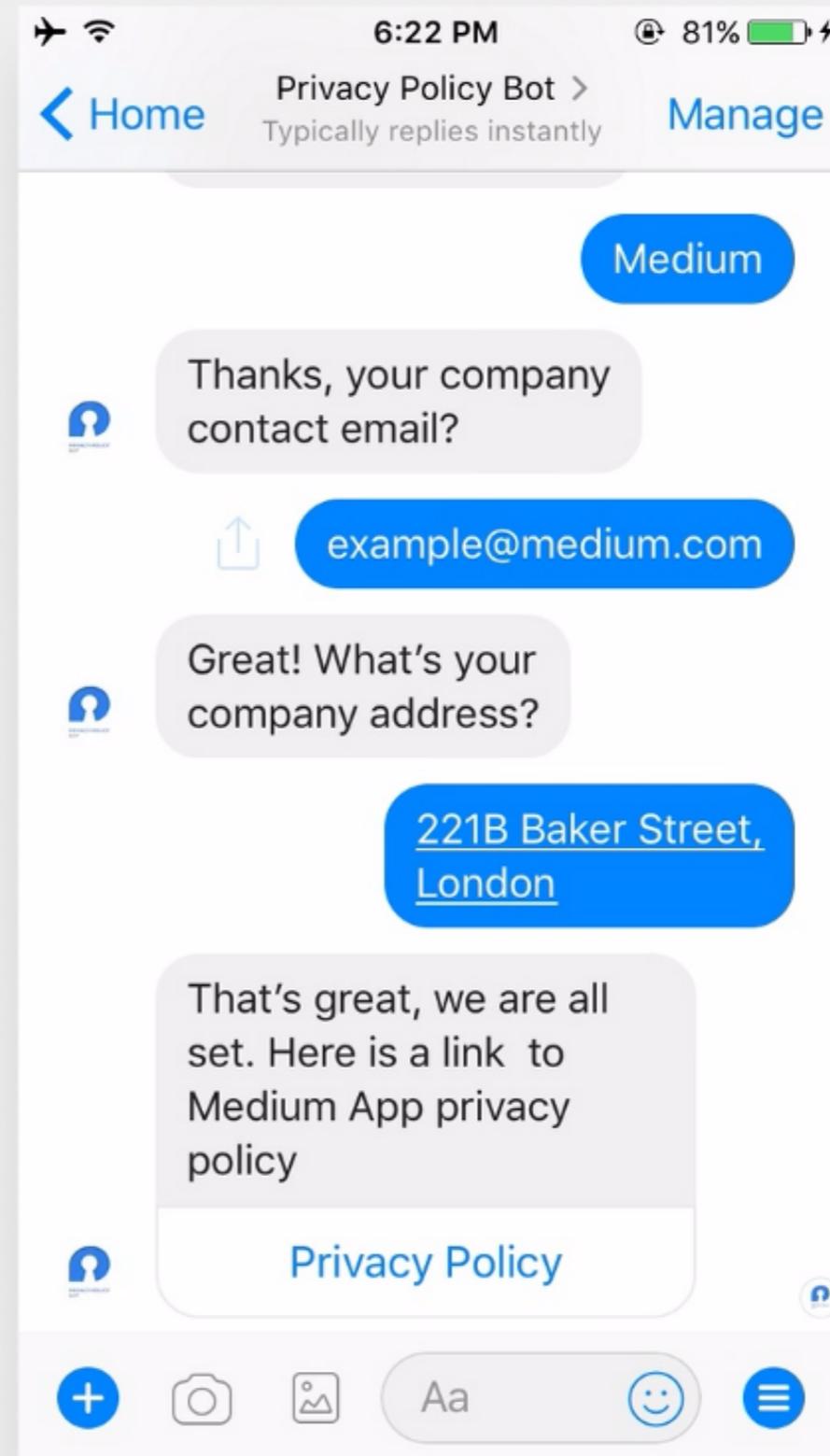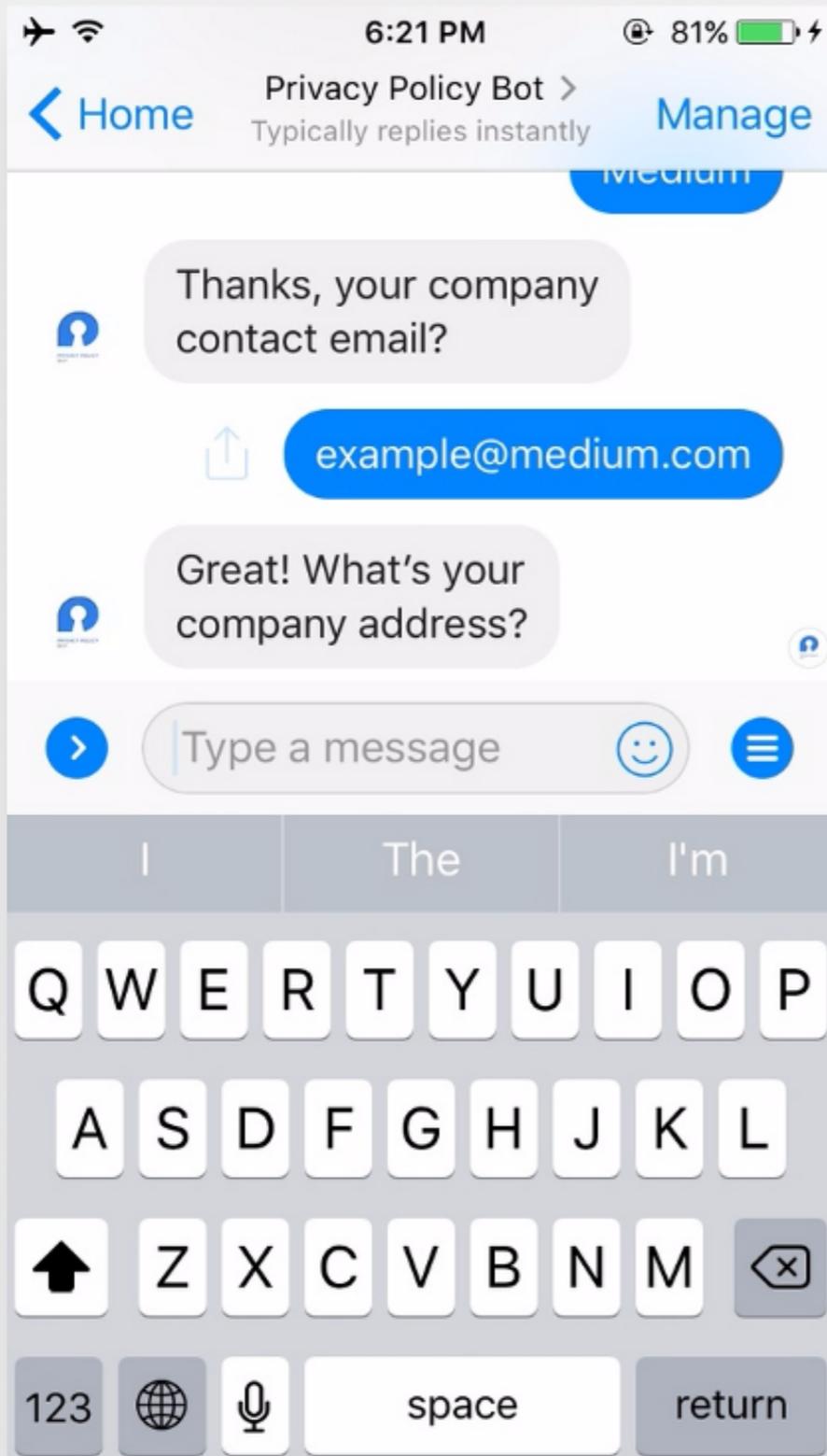- Challenges in personality

What can't I help you with?

AGENCY

Brian, your next automated pizza delivery is scheduled for SATURDAY, FEBRUARY 25 at 12:00pm. To confirm txt YES. To decline txt NO. Txt Help 4help.

Thank u Papa John u handsome man. I shall call u the Carbs Vixen

We're sorry, we didn't understand. Please confirm or decline.

When I make love I imagine you tossing some dough shirtless

Delivered

Dude, our automated system isn't set up yet. This is a real person texting you. I make minimum wage, please just tell me if you want the pizza

PLAY

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          EEEEEEEE   L              IIIIIII   ZZZZZZZ         AAA
          E          L                 I            Z        A   A
          E          L                 I           Z        A     A
          EEEEE      L                 I          Z        A       A
          E          L                 I         Z        AAAAAAAA
          E          L                 I        Z        A         A
          EEEEEEEE   LLLLLLLL       IIIIIII   ZZZZZZ     A         A

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LIZA > (PLEASE TYPE IN ALL CAPS) WHAT'S YOUR NAME DEAR ?
MIT
LIZA > HI, I'M ELIZA. WHAT DO YOU WANT TO TALK ABOUT ?
MIT > CAN I TALK ABOUT MY PROBLEM ?
LIZA > SURE...  !
MIT > DUE TO ON GOING EXAMS IN COLLEGE, I HAVE A LOT OF STRE
LIZA > PLEASE RELAX A LITTLE. SLEEP WELL.
MIT > THANKS FOR YOUR ADVICE.
LIZA > NO MENTION.
MIT > BYE
LIZA > BYE AND KEEP IN TOUCH...

                                                    MOTHER!

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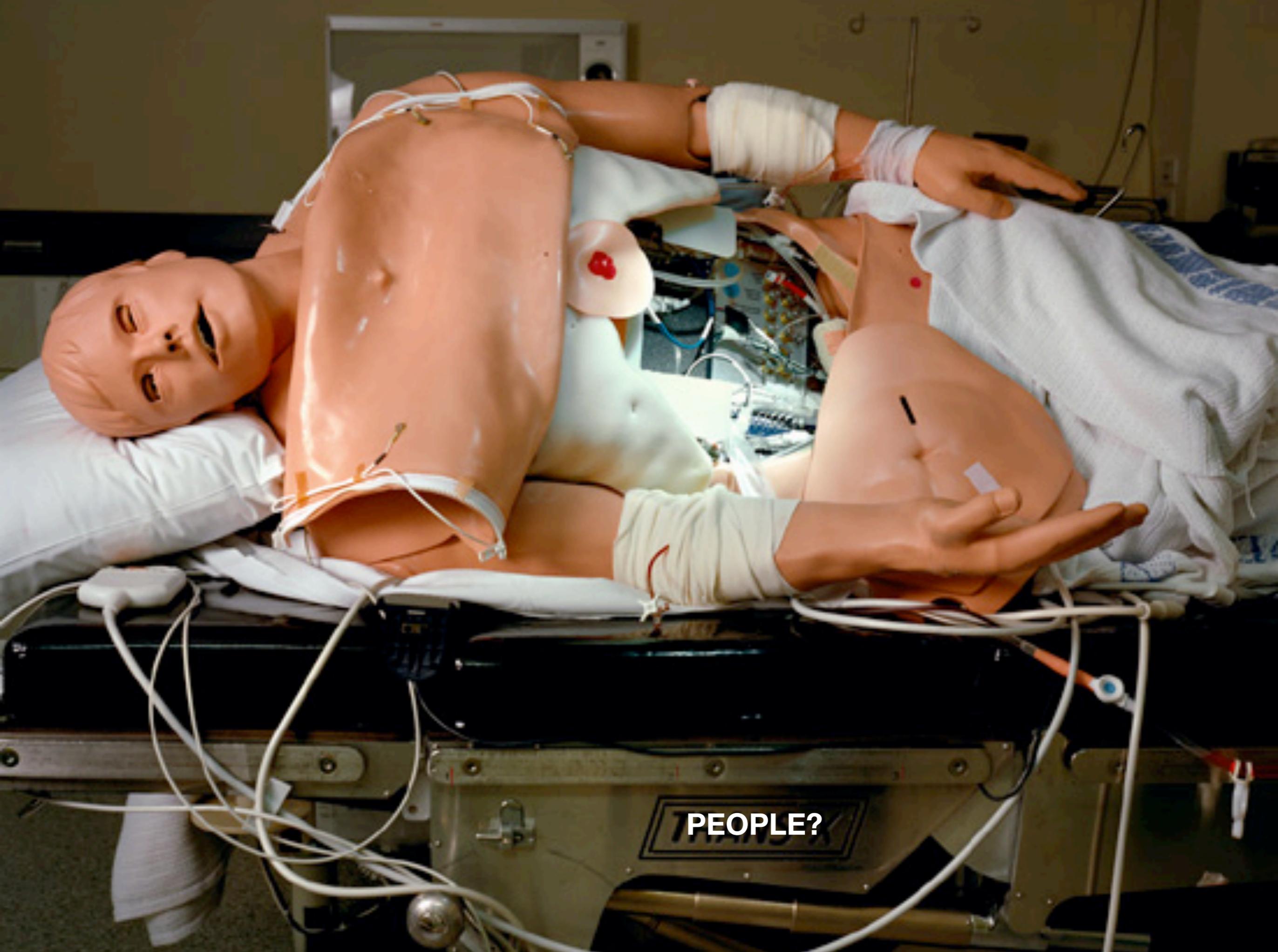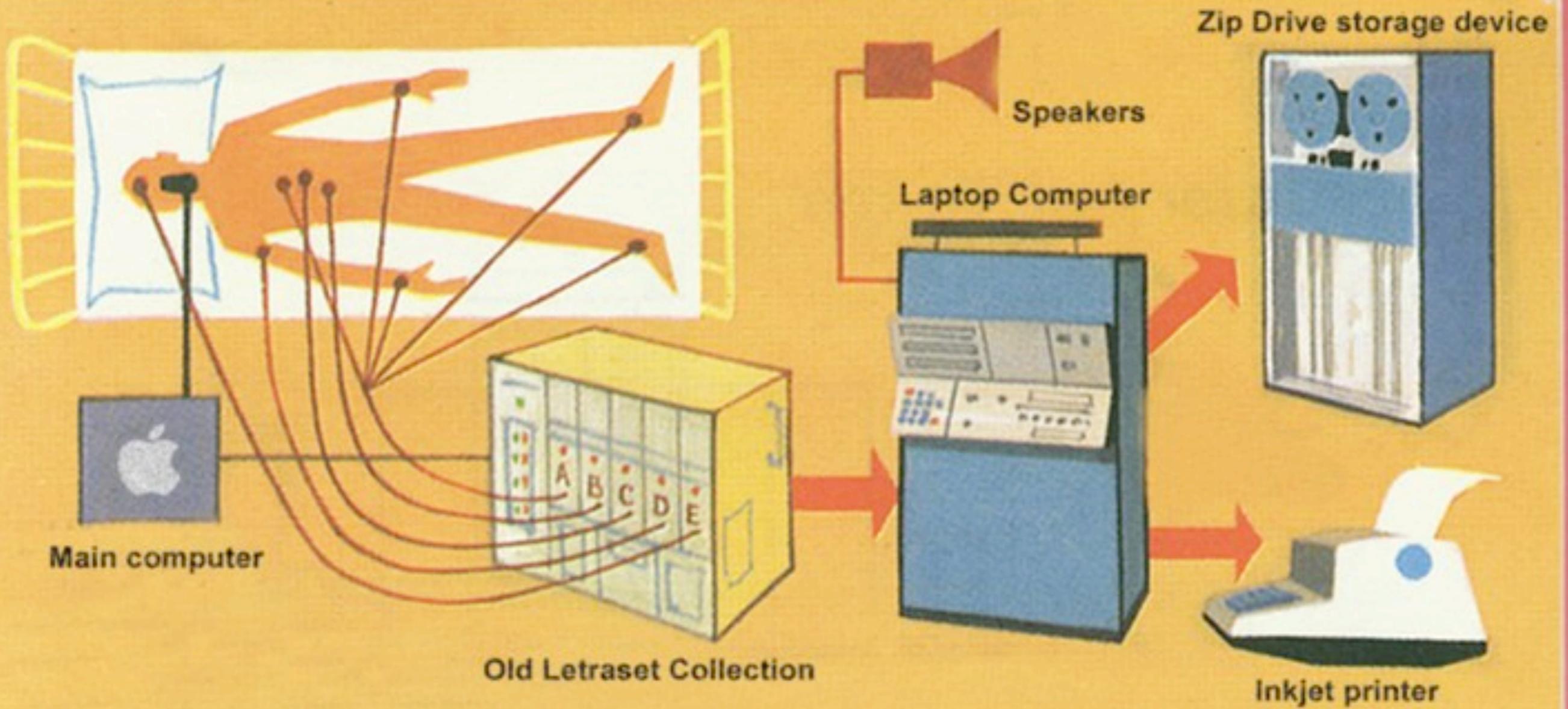
ANIMISM

[made by Feely | www.feely.de]

PEOPLE?

Zip Drive storage device

Speakers

Laptop Computer

Main computer

Old Letraset Collection

Inkjet printer
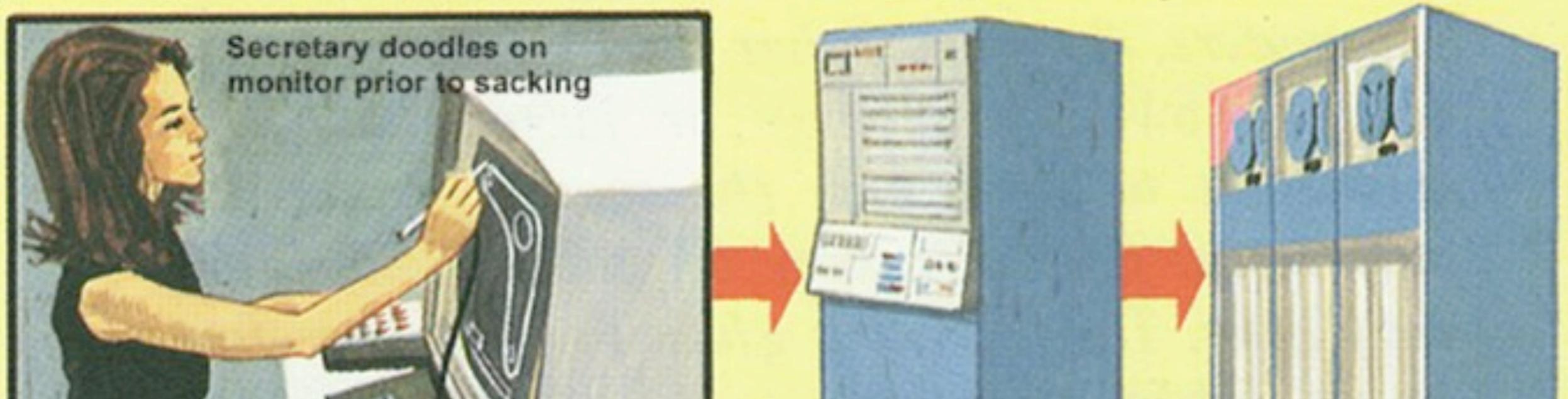
GRAPHIC DESIGNER CONTROLLED BY COMPUTER

MEDIA

body functions are monitored by the computer which sounds an alarm at any sign of danger.

Secretary doodles on monitor prior to sacking

SUBMISSIVE

DOMINANT

UNFRIENDLY

FRIENDLY

MIMICRY

- Create a character: design the right balance of traits

- Give the character a measure of ambiguity

- Use other media/references for that personality

- Always address expectations of engagement.

Summary

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