Designing A New Reality

Chatbots, VR, AR, and beyond...

Val Head • @vlh

tech. tech. tech.

design?

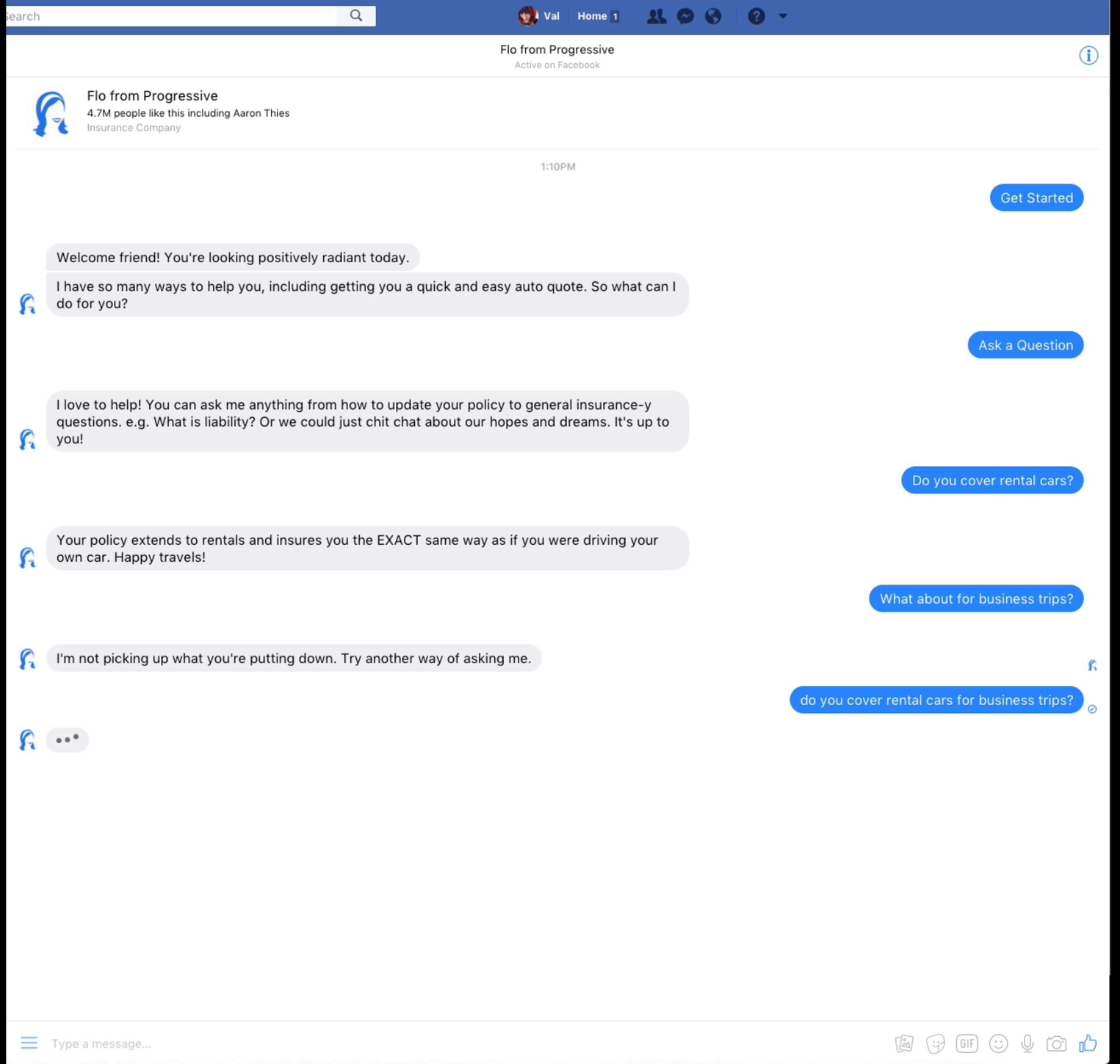
Design brings:

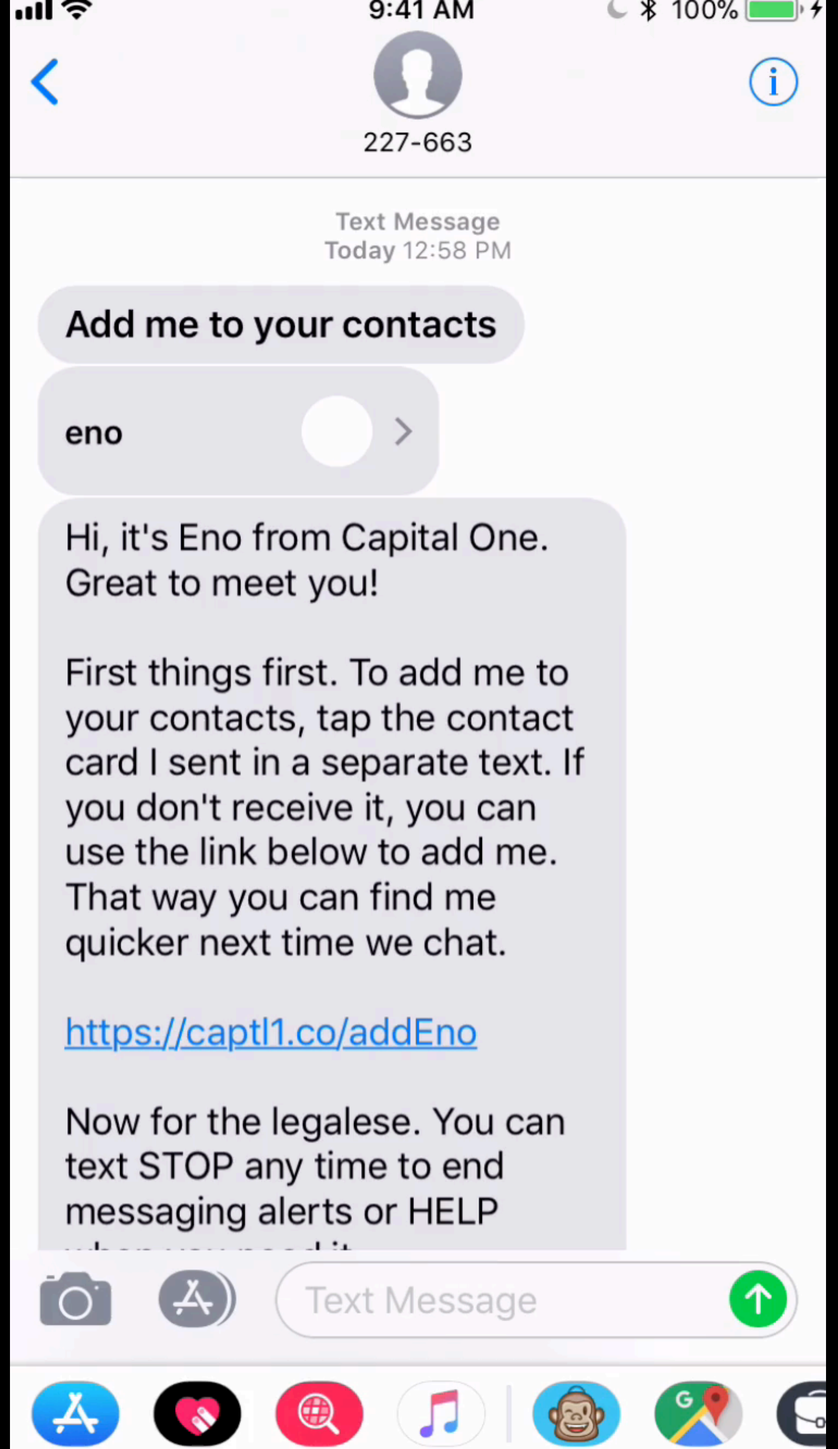
Humanness

Design solutions

Connections across contexts

Chatbots & VUI


Search
Val
Home 1
Flo from Progressive
Active on Facebook
Flo from Progressive
4.7M people like this including Aaron Thies
Insurance Company
1:10PM
Get Started
Welcome friend! You're looking positively radiant today.
I have so many ways to help you, including getting you a quick and easy auto quote. So what can I do for you?
Ask a Question
I love to help! You can ask me anything from how to update your policy to general insurance-y questions. e.g. What is liability? Or we could just chit chat about our hopes and dreams. It's up to you!
Do you cover rental cars?
Your policy extends to rentals and insures you the EXACT same way as if you were driving your own car. Happy travels!
What about for business trips?
I'm not picking up what you're putting down. Try another way of asking me.
do you cover rental cars for business trips?
Type a message...


9:41 AM
100%
227-663
Text Message
Today 12:58 PM
Add me to your contacts
eno
Hi, it's Eno from Capital One. Great to meet you!
First things first. To add me to your contacts, tap the contact card I sent in a separate text. If you don't receive it, you can use the link below to add me. That way you can find me quicker next time we chat.
https://captl1.co/addEno
Now for the legalese. You can text STOP any time to end messaging alerts or HELP
Text Message

Personality

1.2K

4. Design your bots personality (or your users will do it for you) 👽

At first, we were unsure if our chatbot should have a personality or not. In fact, we were unsure if we should even call it a bot. Would people even understand what a bot was?

We had many discussions about it within our teams, but it was through user research we discovered that it didn't matter what *we* thought. Every person that came into our user testing lab assumed a personality or gender for the bot. Even if we hadn't designed one.

Obviously, that wasn't going to work. So to have more control over the experience, we decided it was better that we give the bot a personality, rather than letting each user imagine one. We still let our users assume a gender if they want to. But the personality is something we will continue to work on over time.

Figure out what kind of personality you want your bot to have. Is it friendly? To the point? Does it use emojis? Can it tell a joke? Should it tell a joke? All things can be considered at this stage. Form a close relationship with your copywriter—you'll need it!

. . .

5. Provide fallbacks to real people 👩🏻

Whilst Artificial Intelligence (AI) is still in its infancy chatbots will undoubtedly have problems. Real people can help you through this and delight your customers at the same time.

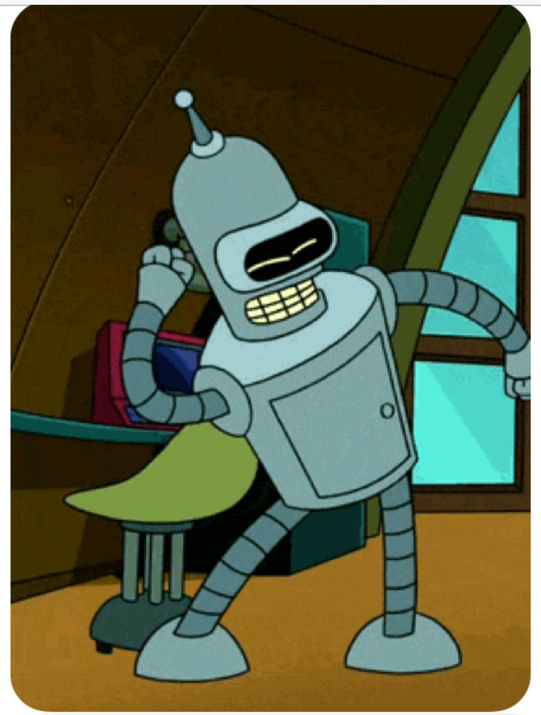
Having real people involved means that, for now, we can automate the easy questions our bot receives. This allows our customers to get the answers they need quicker than ever before. But if we're unsure about an answer, we'll

bit.ly/2Iqyj1v

Specialists bots

AT&T LTE 12:33 AM 100%

Digit



It's. Too. Easy. You've now saved over $50 toward Rainy Day ☔! Maybe adulting isn't so bad after all.

Share this goal with a friend: digit.co/s/ufsz4oug9p

Text Message

AT&T LTE 12:34 AM 100%

Digit

Share this goal with a friend: digit.co/s/ufsz4oug9p

Today 12:34 AM

Savings

So far you've saved: $58.75 for Rainy Day ☔

Want more detail? Reply with the emoji (i.e. '☔')

Text Message

Yeah | No | Talk later

Q W E R T Y U I O P

A S D F G H J K L

Z X C V B N M

123 space return

amazon
harman/kardon
harman/kardon

Some tasks are easier with voice.

New Arrivals
Last 7 Days
Last 30 Days
Last 90 Days

Alexa Skills
Business & Finance
Communication
Connected Car
Education & Reference
Food & Drink
Games, Trivia & Accessories
Health & Fitness
Kids
Lifestyle
Local
Movies & TV
Music & Audio
News
Novelty & Humor
Productivity
Shopping
Smart Home
Social
Sports
Travel & Transportation
Utilities
Weather

Refine by

Avg. Customer Review
& Up
& Up
& Up
& Up

"Alexa, what are your top skills?"

"Alexa, ask ...rassic Bark to bark"

"Alexa, open Rain Sounds"
Ambient Sounds: Rain Sounds
3,520

"Alexa, Ask For A Fart"
4AFart
186

"Alexa open Sleep Sounds"
Sleep and Relaxation Sounds
5,608

"Alexa open Thunder Sounds"
Zen Sounds: Thunder Sounds
367

"Alexa, open Ocean Sounds"
Sleep Sounds: Ocean Sounds
1,986

"Alexa, recommend some skills."

"Alexa, Open one two three"
1-2-3 Math
45

"Alexa, open Marijuana Facts"
Marijuana Facts
1

"Alexa, ask whitetail facts to tell me a whitetail fact"
Whitetail Facts
3

"Alexa, launch Tweet Bot"
Tweet Bot
4

"Alexa, ask My Crypto Wallet my balances"
My Crypto Wallet
2

NPR Hourly News Su
142

"Alexa, what are your games skills?"

"Alexa, Play Jeopardy!"
Jeopardy!

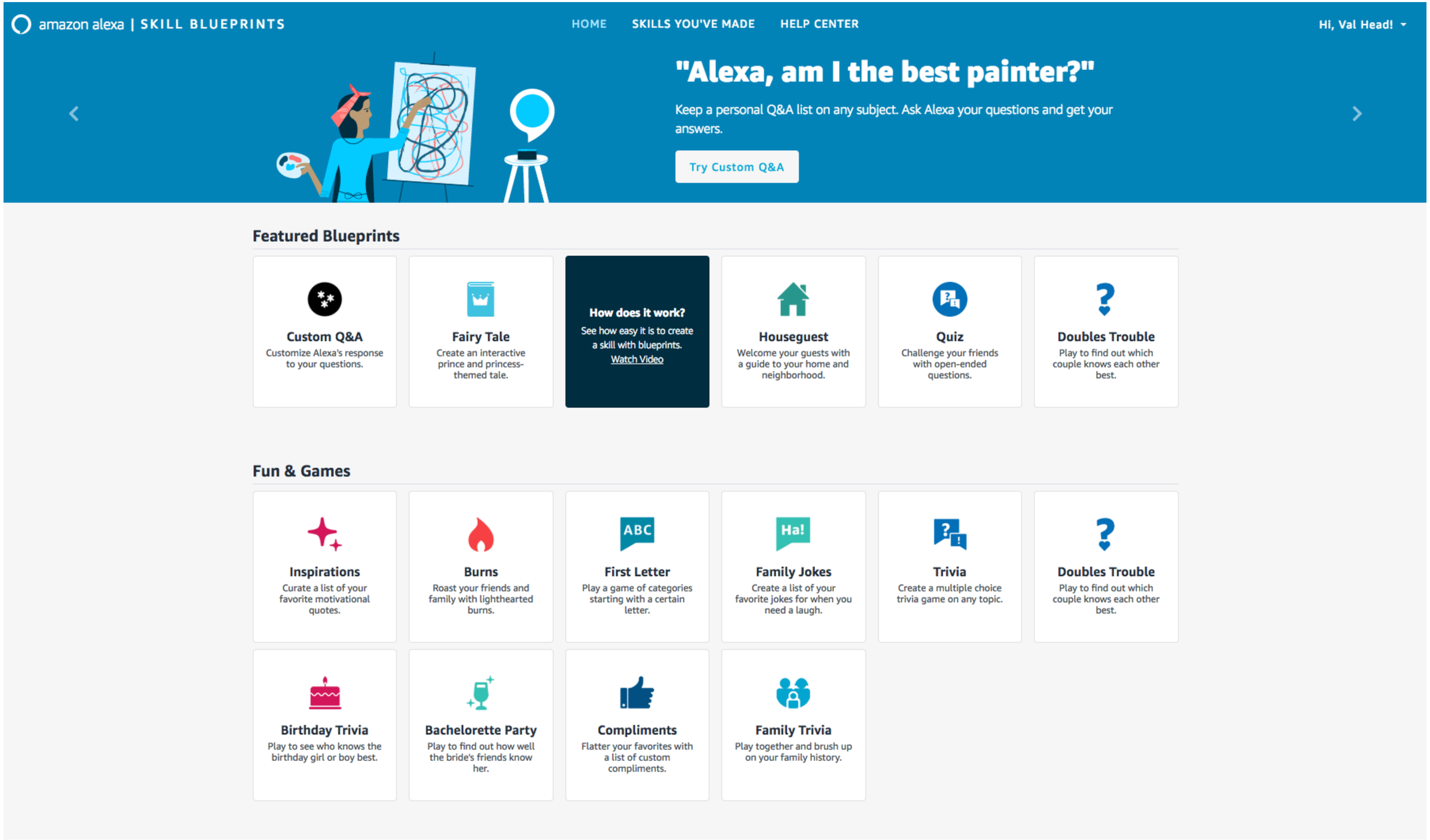
"Alexa, open the magic door"
The Magic Door

"Alexa, play Twenty Questions."
Twenty Questions

"Alexa, Play Would You Rather"
Would You Rather For Family

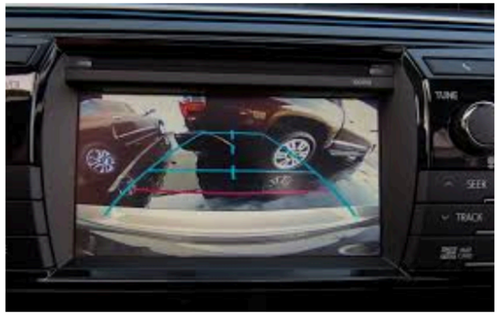
"Alexa, Start Vocabulary Builder"
Magoosh Vocabulary Builder

Song Quiz



blueprints.amazon.com

Augmented Reality



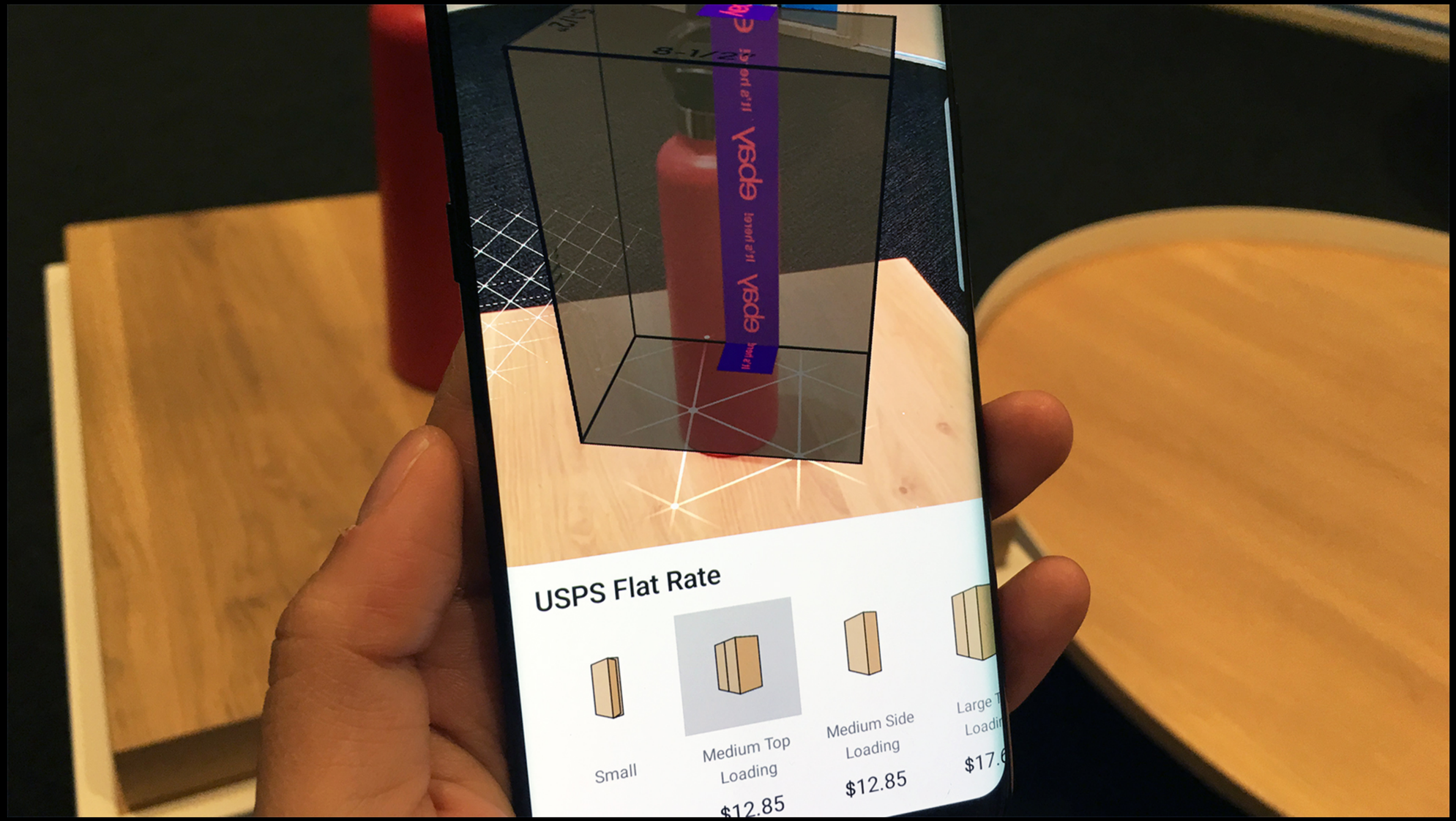
602 × 225 - fastautoalarm.com

Raise your eyebrows!

Solving spatial problems

Decrease interaction cost

Minimize attention switches

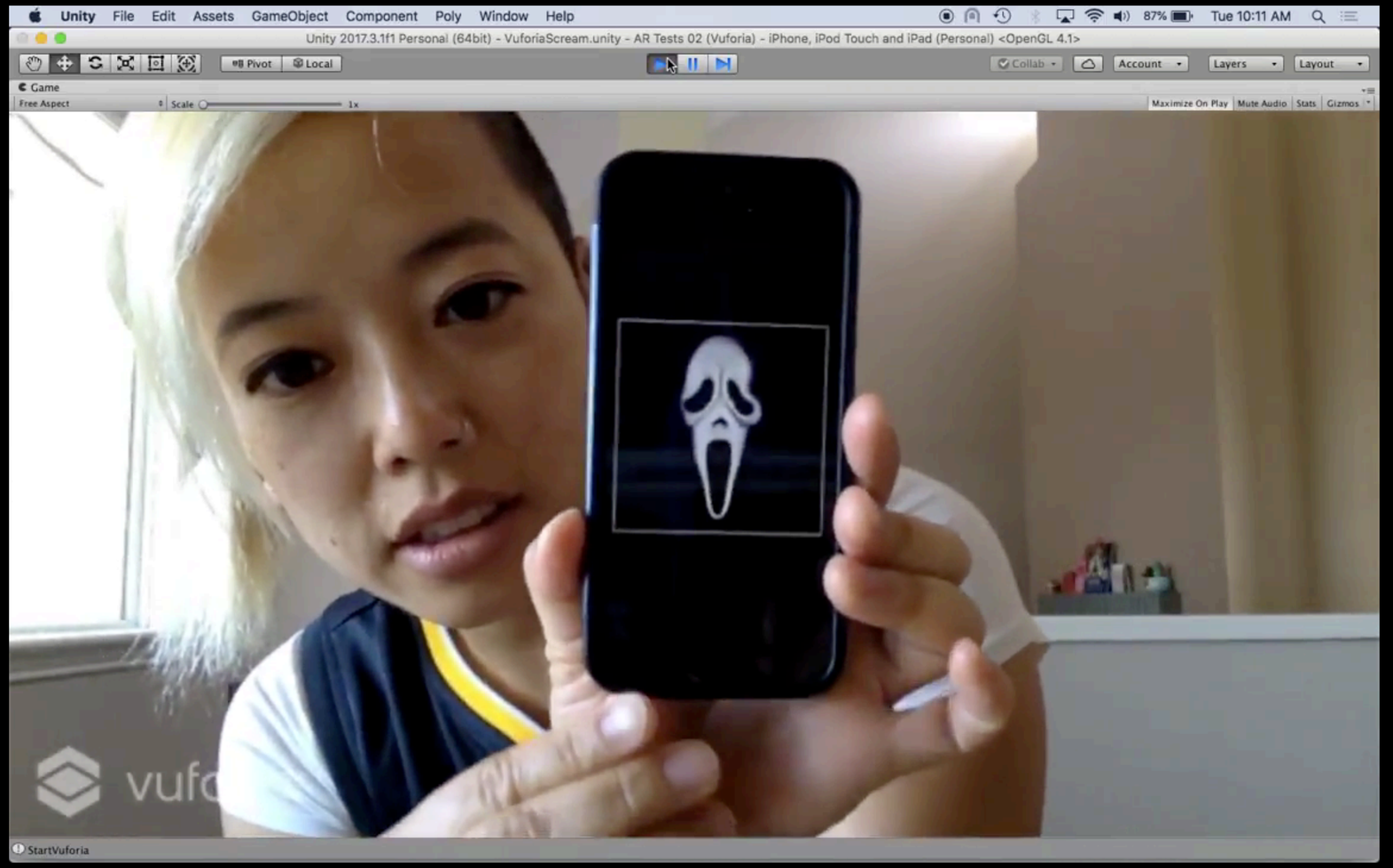


bit.ly/2GMuH6G

HUD and controls

Realistic animation

Haptic feedback


Unity File Edit Assets GameObject Component Poly Window Help
87% Tue 10:11 AM
Unity 2017.3.1f1 Personal (64bit) - VuforiaScream.unity - AR Tests 02 (Vuforia) - iPhone, iPod Touch and iPad (Personal) <OpenGL 4.1>
Pivot Local
Collab Account Layers Layout
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Inclusivity

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Bushra Follow
Retired promoter from Canada now dabbling in the future of content at Adobe (Motion/AI/3D)
Formerly in Fintech (Goldman Sachs/Honest Dollar).
Feb 16 · 6 min read

A Quick Guide to Designing for Augmented Reality on Mobile (Part 1)

This article is **Part 1** of an ongoing series, catch up on **Part 2** and **Part 3**

I have spent the past few years researching and analyzing the future of design

bit.ly/2EQNBuB

Virtual Reality

VIRTUALITY

VIRTUALITY
VIRTUALITY
1000 CS

GAMING & CULTURE —

HTC warns: Don’t sit on imaginary VR furniture when using the Vive

Also, have a friend on hand so you don't trip over your cat. Seriously.

KYLE ORLAND - 3/2/2016, 4:45 PM

Inclusivity & empathy

Creating spaces

Storytelling

Wellbeing

la
Camila
available yet... Wait un

Virtual Reality Therapy for Phobias

Virtual Reality Therapy for Phobias

The Virtual Reality (VR) Treatment Program at the Duke Faculty Practice offers a new human-computer interaction form of therapy for individuals with anxiety disorders due to fear of heights, elevators, thunderstorms, public speaking and flying. After an initial diagnostic interview is conducted to ensure that the service is appropriate for the presenting problem, participants are

DESIGNIND

Designing Virtual Reality for Pain Reduction

Brian Pridgen, Charles Yust and Andrew Haskin

JUNE 14, 2016

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BRAVE NEW WORLD DEPT. APRIL 2, 2018 ISSUE

ARE WE ALREADY LIVING IN VIRTUAL REALITY?

A new technology—virtual embodiment—challenges our understanding of who and what we are.

By Joshua Rothman

THE NEW YORKER

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and get a free tote.

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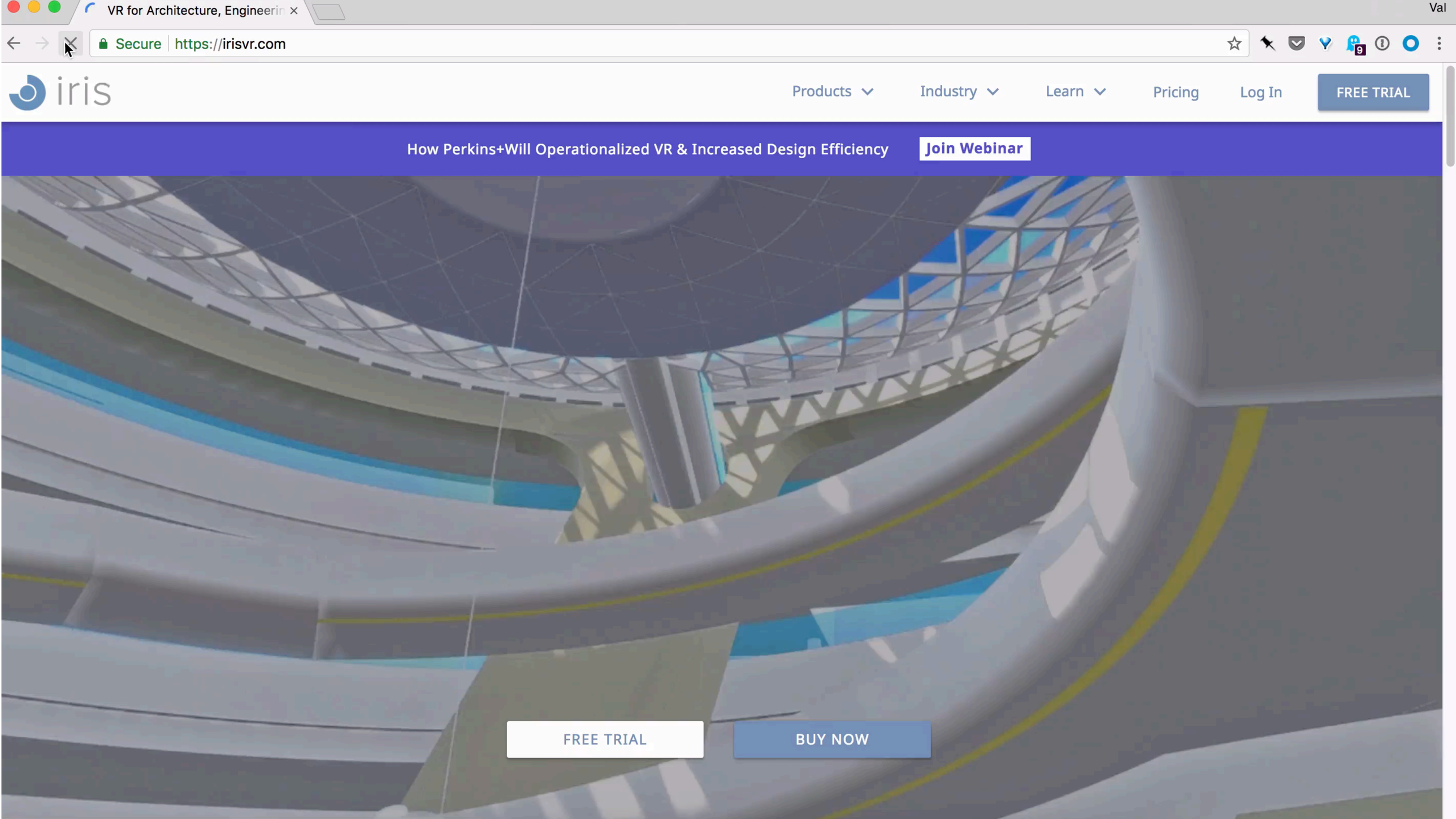
VR for Architecture, Engineerir
Val
Secure
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How Perkins+Will Operationalized VR & Increased Design Efficiency
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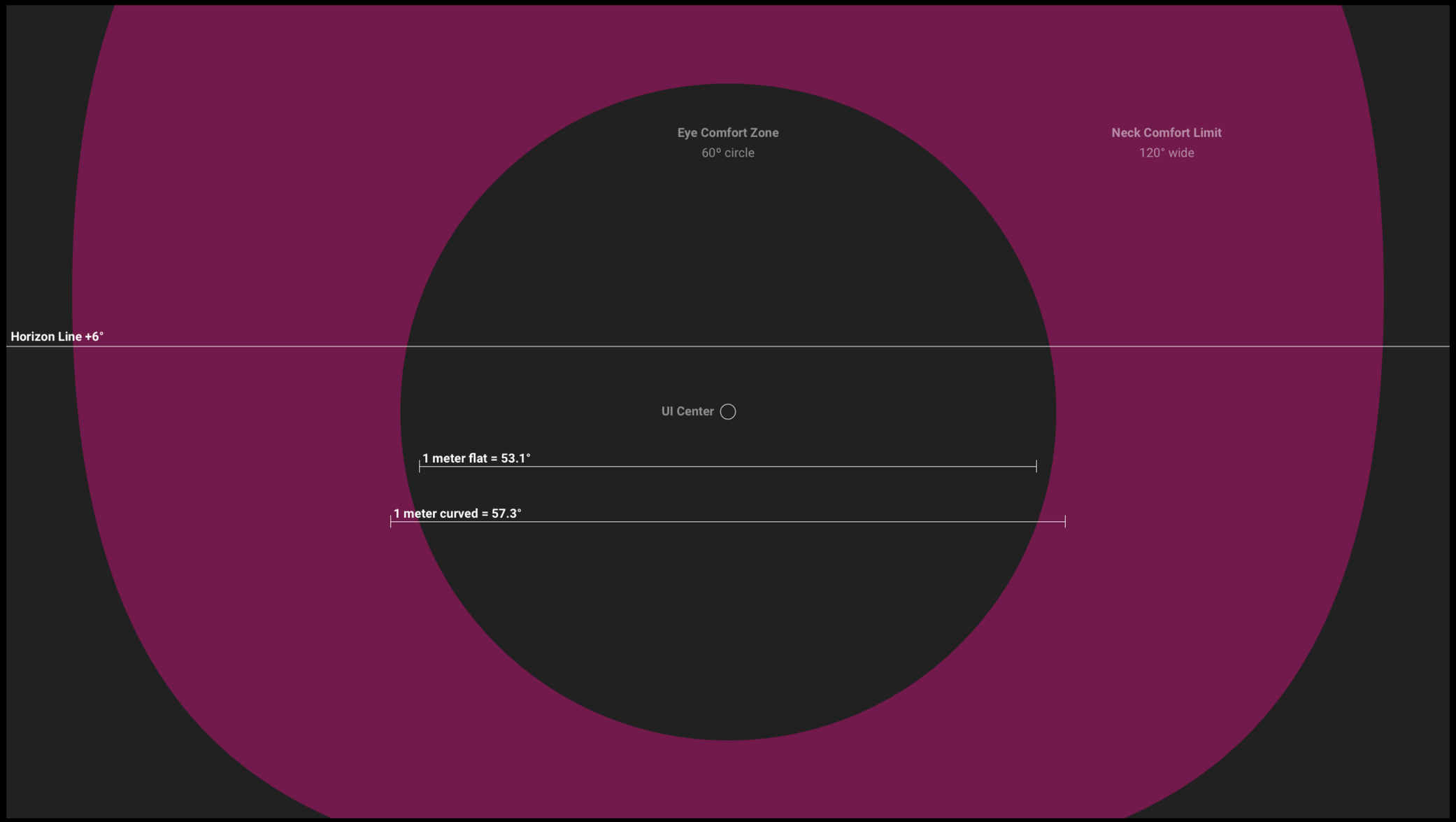
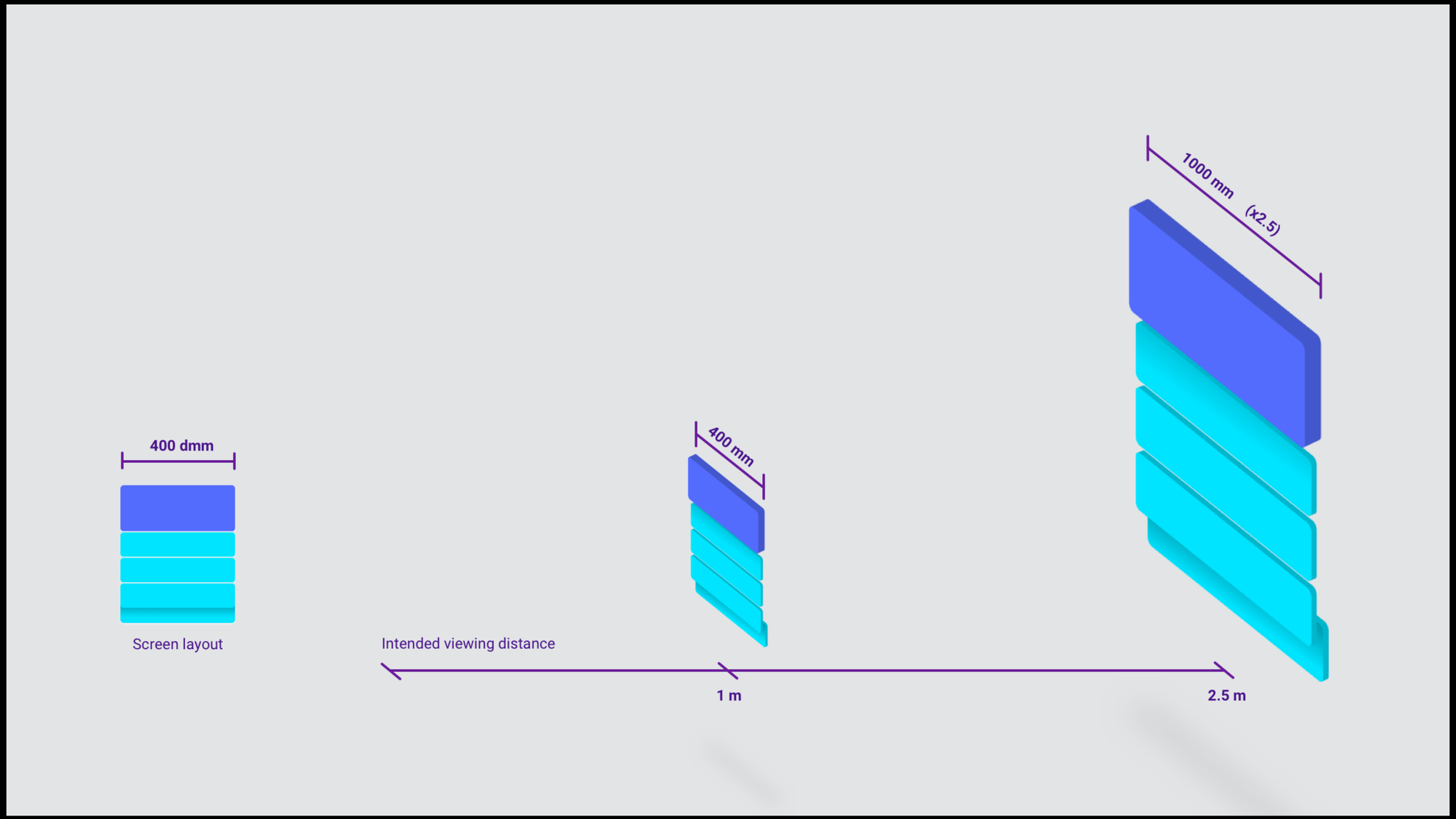


developers.google.com/vr/



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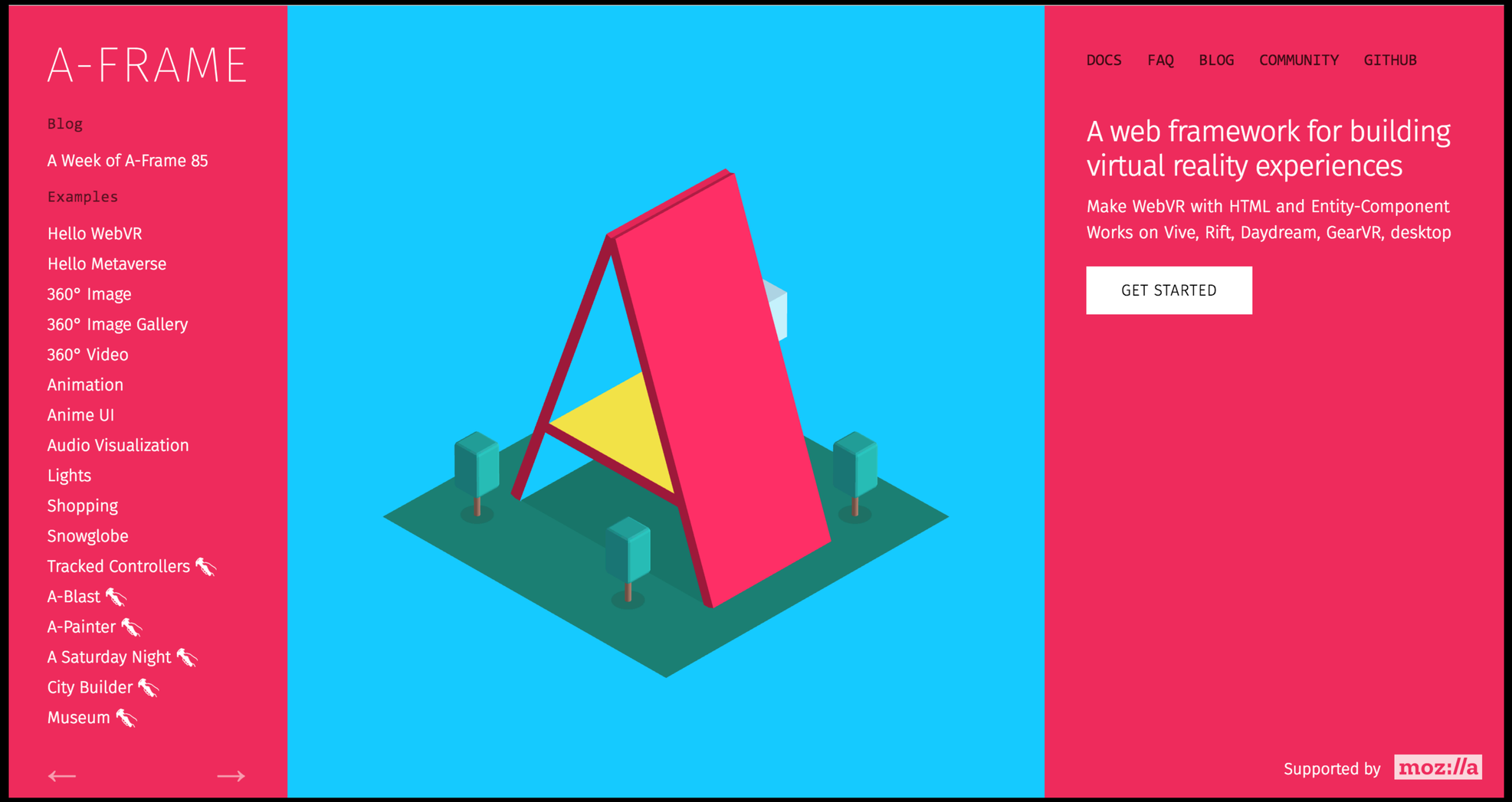
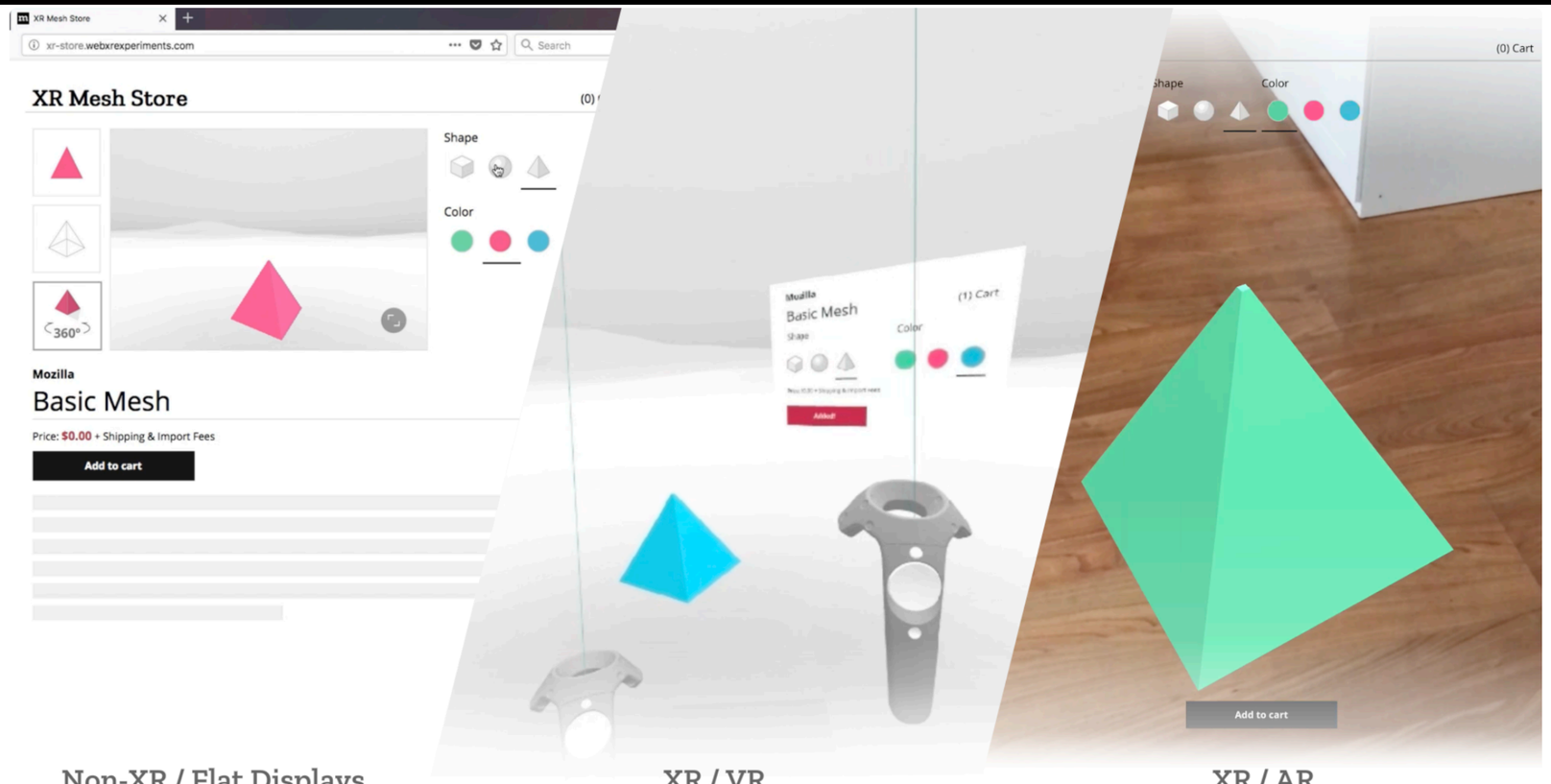

A-FRAME
Blog
A Week of A-Frame 85
Examples
Hello WebVR
Hello Metaverse
360° Image
360° Image Gallery
360° Video
Animation
Anime UI
Audio Visualization
Lights
Shopping
Snowglobe
Tracked Controllers
A-Blast
A-Painter
A Saturday Night
City Builder
Museum
DOCS FAQ BLOG COMMUNITY GITHUB
A web framework for building virtual reality experiences
Make WebVR with HTML and Entity-Component
Works on Vive, Rift, Daydream, GearVR, desktop
GET STARTED
Supported by mozilla

aframe.io



Non-XR / Flat Displays
Desktop / Mobile

XR / VR
6DoF Headset

XR / AR
Handheld AR

WebXR

Progressive WebXR

bit.ly/2wqPOdx

About membership

Medium

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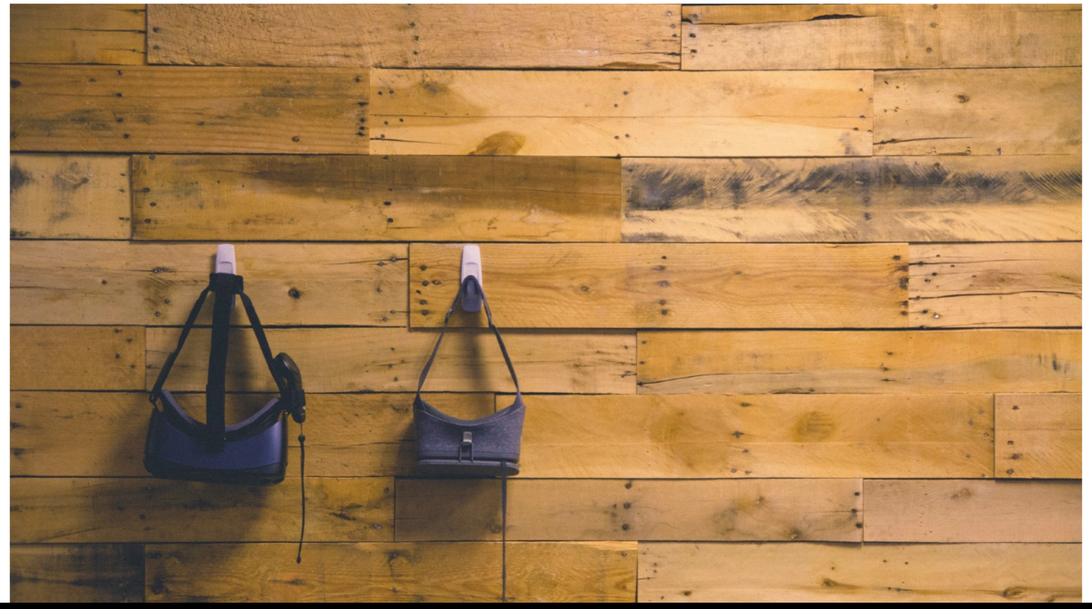
Kristian Bouw Follow
Cofounder & technologist @notiontheory working on #VR, #AR, and #AI.
Feb 6 · 7 min read

The Comprehensive Guide to Getting Started in Virtual Reality

A curated collection of virtual reality links and resources.



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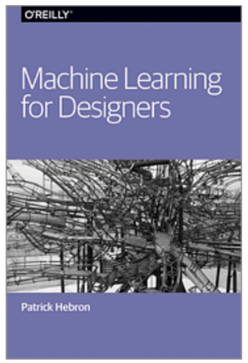
Skills

Machine Learning for Designers



Get the free ebook

Machine learning is no longer just a tool for data scientists. By taking advantage of recent advances in this technology, UI and UX designers can find ways to better engage with and understand their users. This O'Reilly report not only introduces you to contemporary machine learning systems, but also provides a conceptual framework to help you integrate machine-learning capabilities into your user-facing designs.

Using tangible, real-world examples, author Patrick Hebron explains how machine-learning applications can affect the way you design websites, mobile applications, and other software. You'll learn how recent advancements in machine learning can radically enhance software capabilities through natural language processing, image recognition, content personalization, and behavior prediction.

This report explains how to:

- Leverage machine-generated user insights to provide a more personalized customer or user experience
- Spot opportunities for the integration of machine-learning capabilities into

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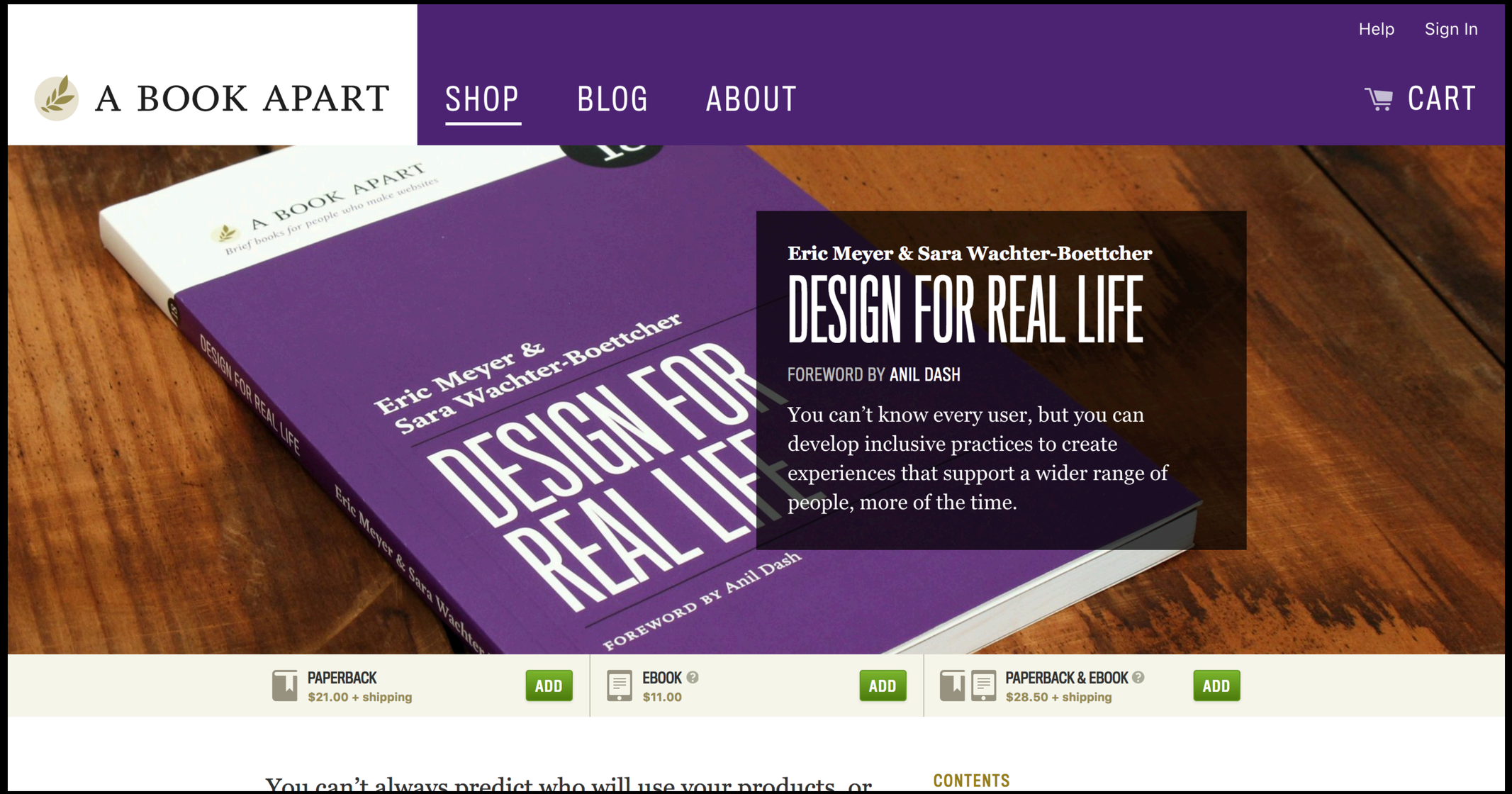

abookapart.com/products/design-for-real-life

3D FOR DESIGNERS

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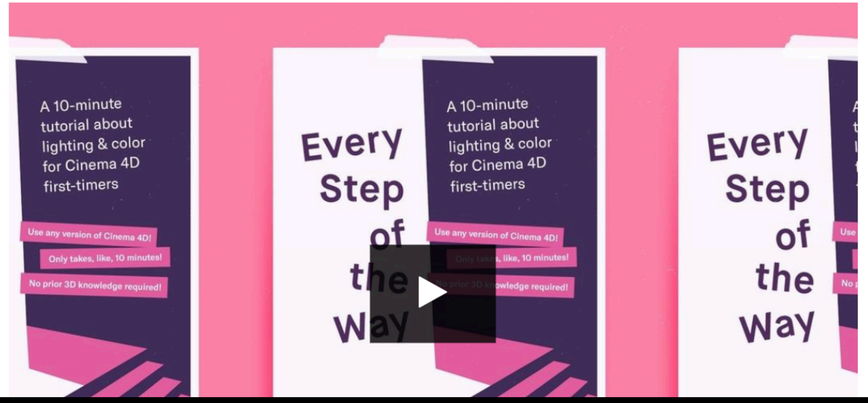
Intro to Cinema 4D for Designers

Learn shape, form, lighting, color, and animation in this beginner-friendly 3D fundamentals course.

Join waitlist



GET STARTED WITH 3D

Learn Cinema 4D Lite: Every Step of the Way (10 min, Beginner)

It's all about color and lighting in this tutorial for Cinema 4D Lite first-timers! Learn about omni vs. infinite lights, working with shadows, and swatching colors for the

3dfordesigners.com

Explore. Design. Create.

Thank you!

@vlh

head@adobe.com