

## Phenomena interaksi manusia dengan objek

“... interaction is **linkable** to other objects **effortlessly** ...”



**Smart masker**  
(translator of 7  
languages) by donut-  
robotic JP

**Smart refrigerator**  
(Samsung MX) by  
techfive.com



# Phenomena interaksi manusia dengan objek

product is designed to accommodate  
**personal preferences**



Smart-pillow



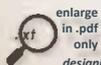
Personal wearable air-purifier



Smart multi-colors lamp



The Ember App  
smart coffee mug with temperature control



enlarge  
in .pdf  
only  
**designing products to accommodate personal preferences**

The phenomenon of designing products to accommodate personal preferences refers to the practice of creating products that allow individuals to tailor and customize their experiences according to their specific tastes, needs, and preferences. It acknowledges the diverse nature of users and recognizes that personalization plays a significant role in enhancing user satisfaction and engagement.

Here are some key aspects of this phenomenon:

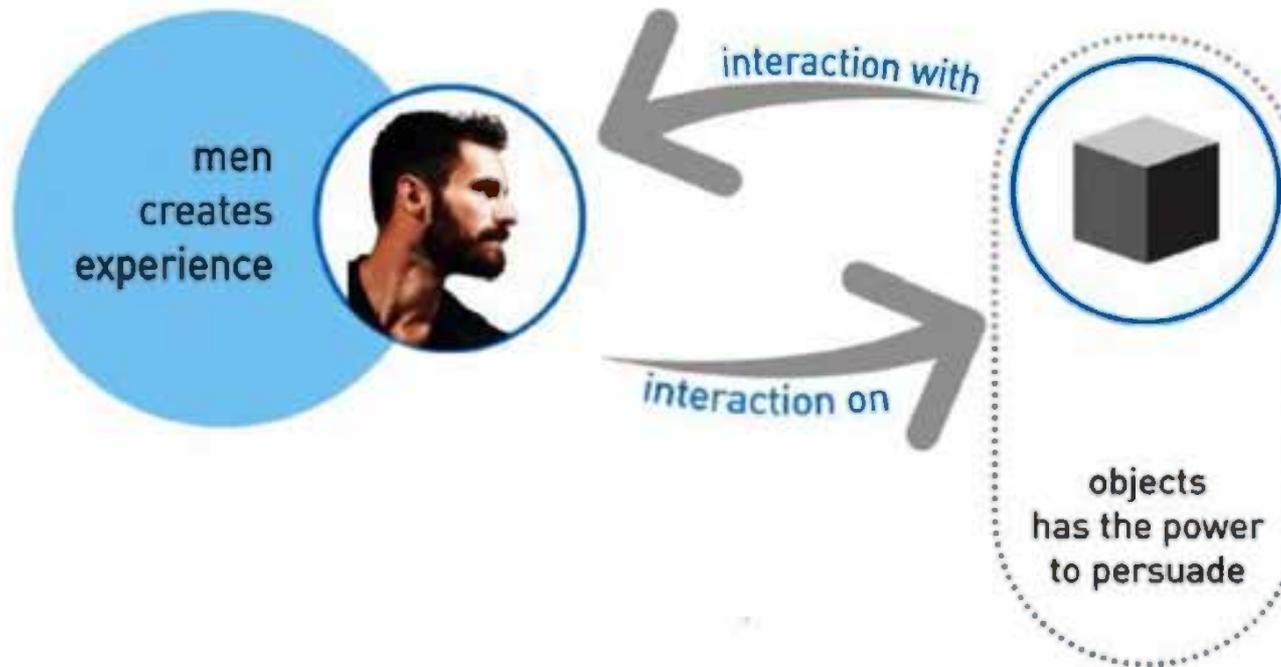
1. **User-Centric Approach:** Designing products with personal preferences in mind involves adopting a user-centric approach. It requires understanding the target audience, their varying preferences, and the contexts in which they will use the product. User research and feedback play a crucial role in identifying the specific personalization options that are most valuable to users.
2. **Customization and Configuration:** Providing customization and configuration options allow users to modify various aspects of the product to suit their preferences. This can include visual elements like colors, themes, and layouts, as well as functional aspects such as settings, features, and interactions. By offering a range of choices, users can tailor the product to align with their unique preferences and needs.

3. **Tailored Recommendations:** Incorporating algorithms or machine learning techniques can enable the product to learn from user behavior and provide personalized recommendations. By analyzing user data and preferences, the product can offer tailored content, product suggestions, or recommendations that align with the individual's interests and preferences.
4. **Flexible Interfaces:** Designing flexible interfaces allows users to adjust the layout, organization, and presentation of information according to their preferences. This can involve options for rearranging or resizing elements, choosing between different display modes, or even creating personalized dashboards or workflows.
5. **Adaptive Systems:** Adaptive systems dynamically adjust and respond to user's preferences and behaviors. By continuously monitoring user interactions, these systems can adapt the product's behavior, content, or functionality to align with individual preferences and improve the user experience over time.
6. **Personalized Profiles:** Implementing personalized profiles or accounts allows users to save their preferences and settings, ensuring a consistent experience across devices or sessions. Personalized profiles can also facilitate seamless access to customized content, personalized recommendations, or individualized configurations.
7. **Accessibility Considerations:** Designing for personal preferences should also encompass accessibility options. This includes providing adjustable settings for users with specific needs or disabilities, such as text size or color contrast adjustments, alternative input methods, or compatibility with assistive technologies. Ensuring accessibility allows individuals to personalize the product to accommodate their unique requirements.
8. **Co-Creation and User Involvement:** Involving users in the design process can foster a sense of ownership and empowerment. By soliciting user feedback, conducting co-creation activities, or incorporating user-generated content, designers can enable users to actively contribute to the personalization of the product, creating a more engaging and meaningful experience.
9. **Privacy and Data Protection:** Collecting and utilizing user data to accommodate personal preferences requires responsible handling of sensitive information. Designers should prioritize user privacy and data protection, ensuring transparency in data usage and providing opt-in/opt-out mechanisms to give users control over their personal information.
10. **Iterative Design and Continuous Improvement:** Designing for personal preferences is an ongoing process of iteration and improvement. Gathering user feedback, analyzing usage data, and incorporating insights into future iterations of the product allows for continuous refinement and optimization to better meet users' personalization needs.

The phenomenon of designing products to accommodate personal preferences is driven by the desire to create more personalized and engaging experiences for users. By recognizing and catering to individual preferences, products can better meet the diverse needs and expectations of users, leading to higher satisfaction, increased engagement, and ultimately, a stronger connection between the user and the product.

## Phenomena interaksi manusia dengan objek

“... humans **interact more** with **digital technology** and **create experiences ...**”



*Perkembangan Digital Technology yang kian mampu untuk 'merespon' sensasi indera manusia (haptic, audio, visual) membuat obyek 'dianggap' memiliki kemampuan untuk mempersuasi perilaku manusia*

# Phenomena interaksi manusia dengan objek

“...People are **getting used to interacting** with digital technology and treat computer products as other ‘human’ being...”



computer is treated as 'person'

oleh karena manusia merespon peran sosial dari produk teknologi, maka sesungguhnya produk (computer) memiliki kemampuan persuasi

Adaptasi dari BJ Fogg (2003, h 90)



### why people may be getting used to interacting with digital technology and treating computer products as if they were human beings

There are several reasons why people may be getting used to interacting with digital technology and treating computer products as if they were human beings.

Here are some factors that contribute to this phenomenon:

- 1. Anthropomorphism:** Humans have a natural tendency to anthropomorphize, which means attributing human-like characteristics to non-human entities. When digital technology exhibits certain human-like behaviors or responses, people may project human qualities onto them, leading to a sense of familiarity and interaction as if they were interacting with another human being.
- 2. Design Considerations:** Interaction designers have been incorporating more human-like features and behaviors into digital interfaces. This includes elements such as natural language processing, facial expressions, and conversational abilities. These design choices aim to create a more intuitive and engaging user experience, making it easier for people to relate to and interact with technology as if it were a human.
- 3. Social Influence:** The influence of social interactions and media representation plays a role in shaping how people perceive and interact with technology. Popular culture, movies, and literature often depict technology as advanced and intelligent entities, fostering the idea of relating to computers and other digital products as if they were human-like.

- 4. People can develop emotional connections to digital technology, especially when it serves a significant role in their lives.** For example, virtual assistants like Siri or Alexa are designed to respond to users' questions and commands, and over time, people may develop a sense of familiarity, trust, and even emotional attachment to these technologies.
- 5. User Experience and Interface Improvements:** As user experience design continues to evolve, interfaces have become more intuitive, responsive, and personalized. These advancements in interaction design contribute to a smoother and more natural interaction with digital technology, which can further enhance the perception of technology as human-like.

It's important to note that while people may treat computer products as if they were human beings, they are aware on some level that they are interacting with machines. This phenomenon is largely influenced by the design choices and psychological factors mentioned above.

It's worth exploring research papers, articles, and books in the fields of human-computer interaction, psychology, and sociology to gain a deeper understanding of the underlying reasons behind people's tendency to treat digital technology as if it were human-like.

These sources can help you explore the phenomenon of people treating digital technology as human-like:

- 1. "The Design of Everyday Things"** by Donald A. Norman - This book explores the fundamental principles of design and how they shape our interactions with everyday objects, including technology. It touches on the concept of anthropomorphism and its impact on user experience.
- 2. "Alone Together: Why We Expect More from Technology and Less from Each Other"** by Sherry Turkle - In this book, Sherry Turkle examines the impact of digital technology on our social interactions and relationships, discussing how our increasing reliance on technology can lead to the perception of technology as more human-like.
- 3. "The Media Equation: How People Treat Computers, Television, and New Media Like Real People and Places"** by Byron Reeves and Clifford Nass - This book explores the phenomenon of people treating computers and media as social actors, discussing the implications for human-computer interaction and communication.
- 4. "Anthropomorphism, Anecdotes, and Animals"** by Nicholas Epley and Adam Waytz - This research article explores the concept of anthropomorphism, discussing how people attribute human-like qualities to non-human entities and the psychological processes behind this phenomenon.
- 5. "The Extended Mind: The Emergence of Language, the Human Mind, and Culture"** by Robert K. Logan - This book delves into the idea of how technology, including computers, extends our cognitive abilities and influences our perception of the world.
- 6. ACM Transactions on Computer-Human Interaction (TOCHI)** - TOCHI is a scholarly journal dedicated to publishing research on human-computer interaction. Exploring their publications can provide you with valuable insights into the field.
- 7. Interacting with Computers** - This interdisciplinary journal covers a wide range of topics related to human-computer interaction, including user experience, design, and the social aspects of technology.

These sources should provide you with a starting point to explore the topic of human-computer interaction and the phenomenon of treating digital technology as human-like.

*Dandi Yundar, Ph.D*

Desain & Pengalaman Pengguna

# Thank You

2023

*D. Yundar, Ph.D*