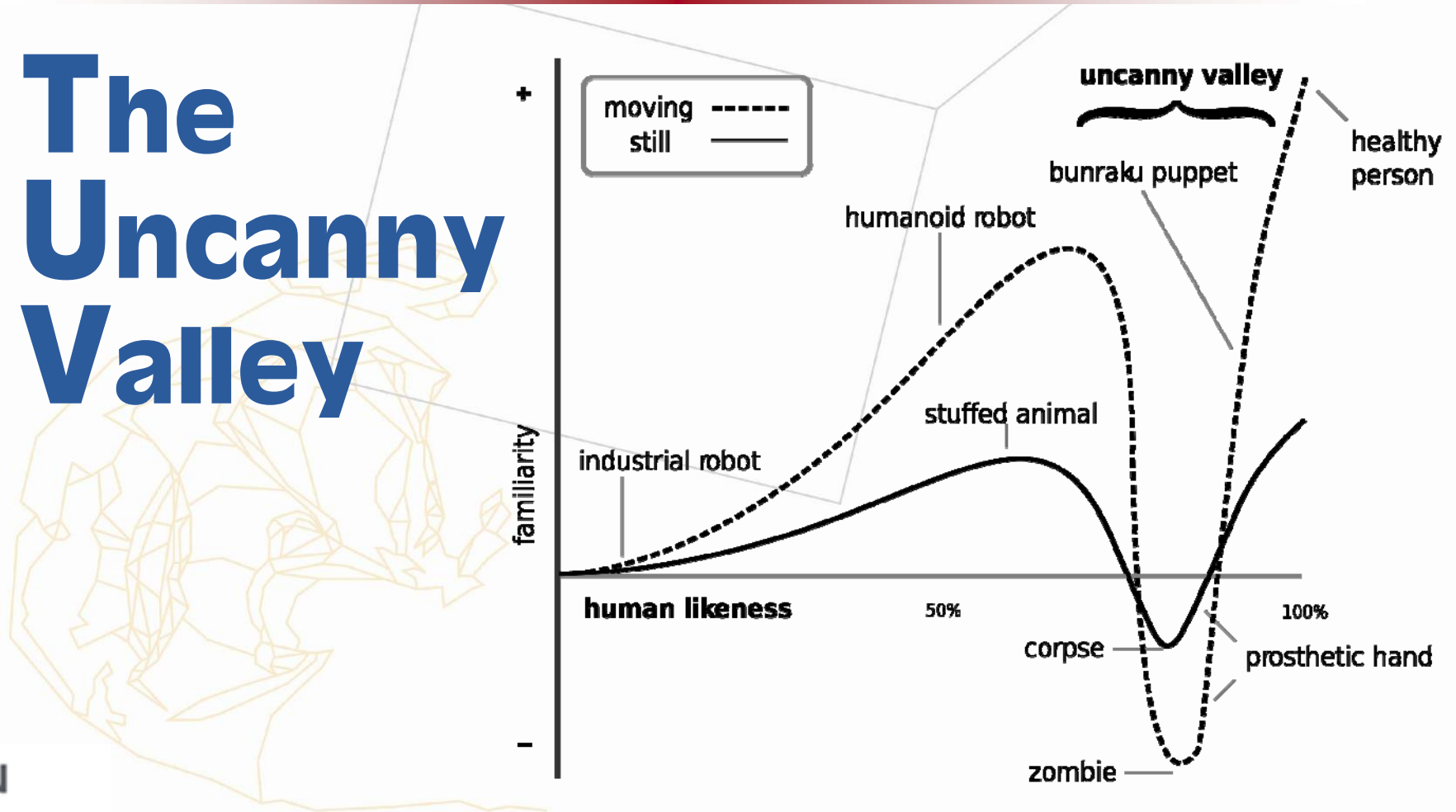


Ergonomics Weekly

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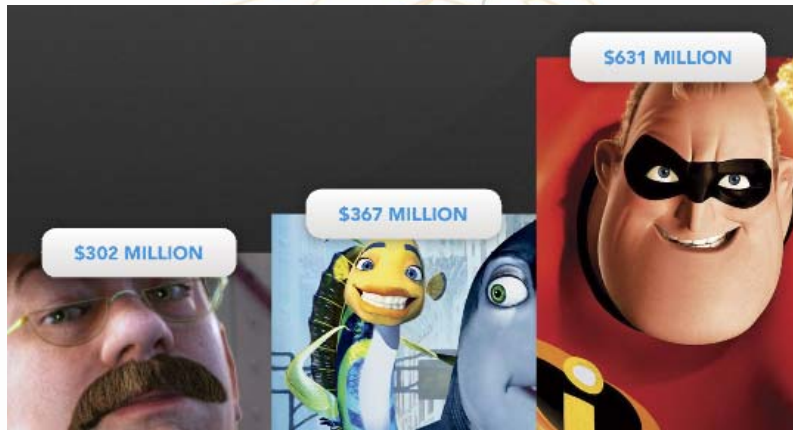
The Uncanny Valley



THE MORE HUMAN-LIKE, THE MORE ATTRACTIVE ?



THE MORE HUMAN-LIKE, THE MORE ATTRACTIVE ?



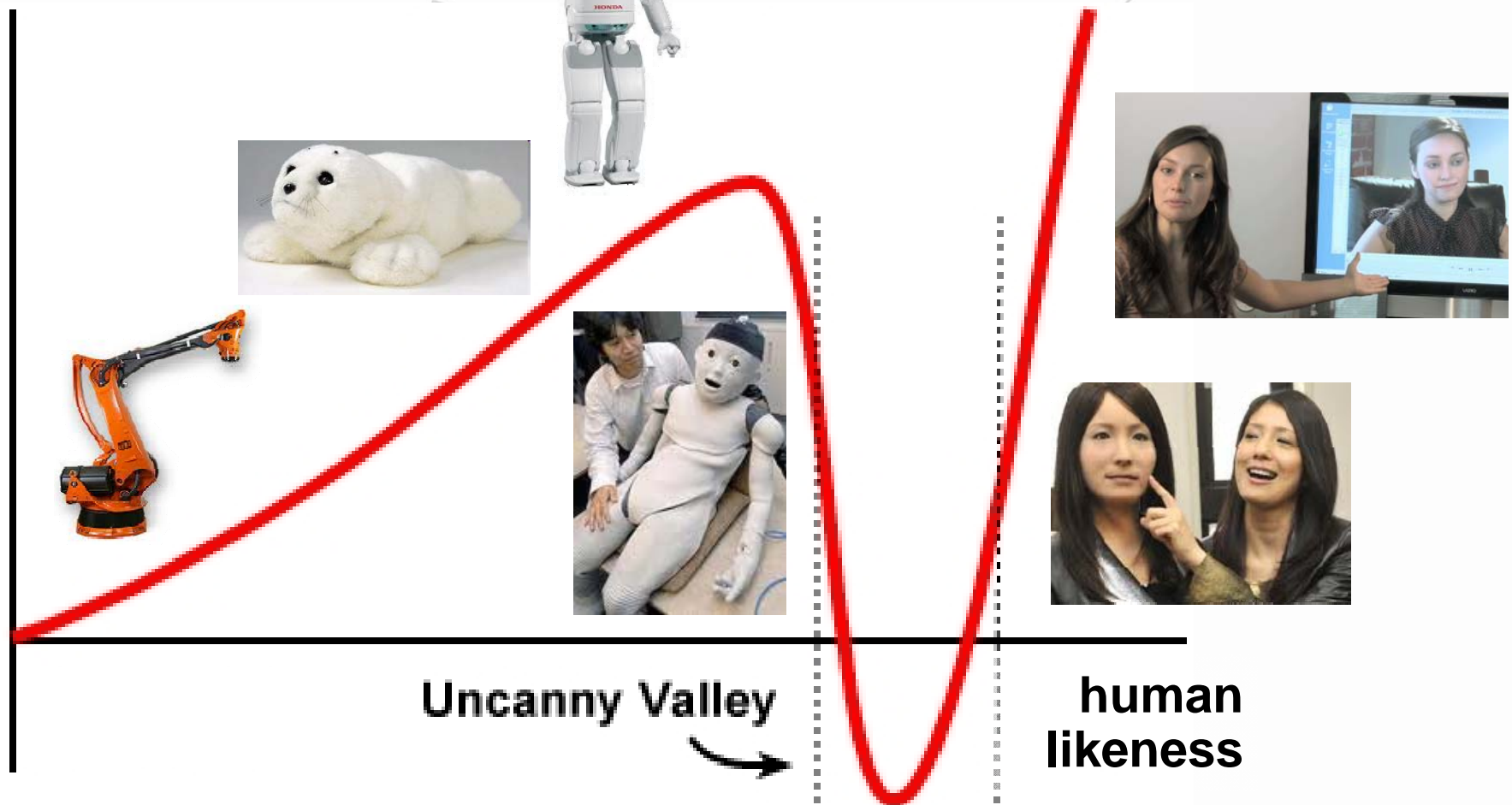
**Increased realism
does not
necessarily lead
to increased
acceptance**

THE UNCANNY VALLEY

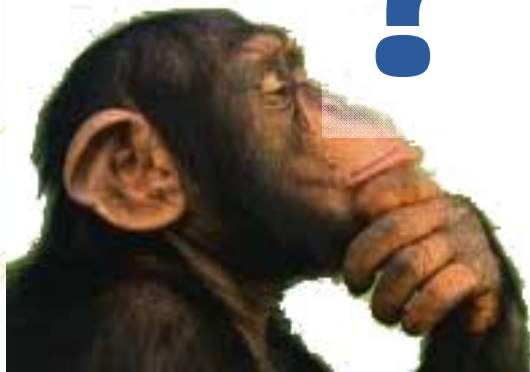
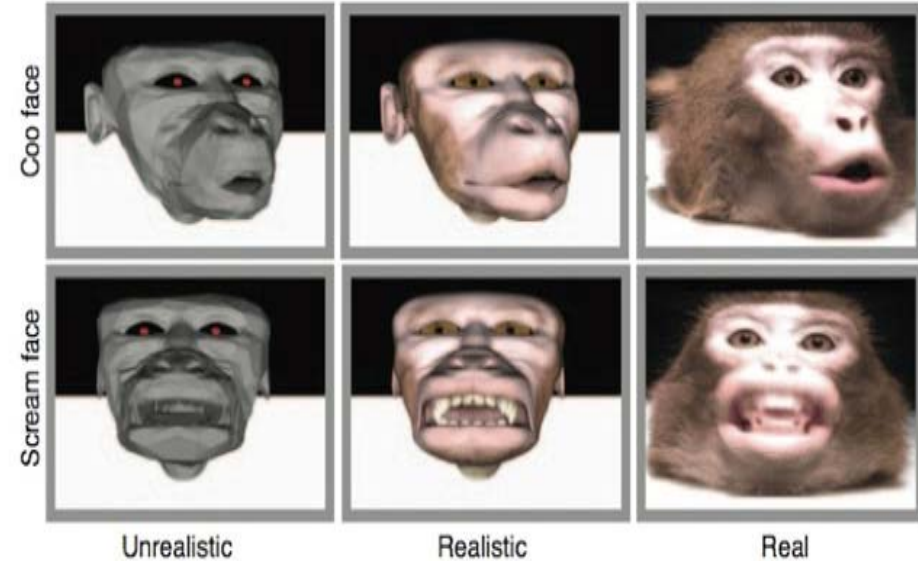


Masahiro Mori

familiarity

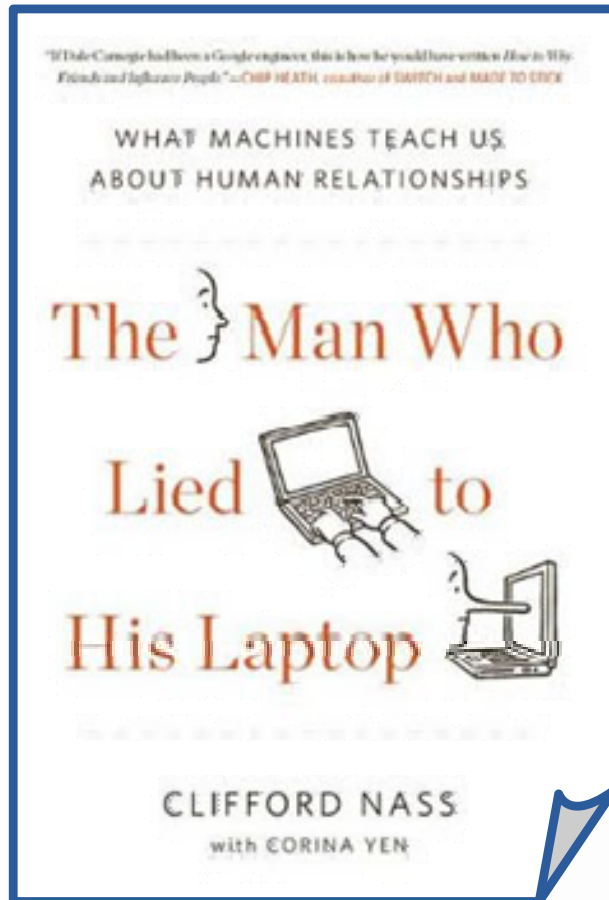


MONKEYS FEEL THE SAME

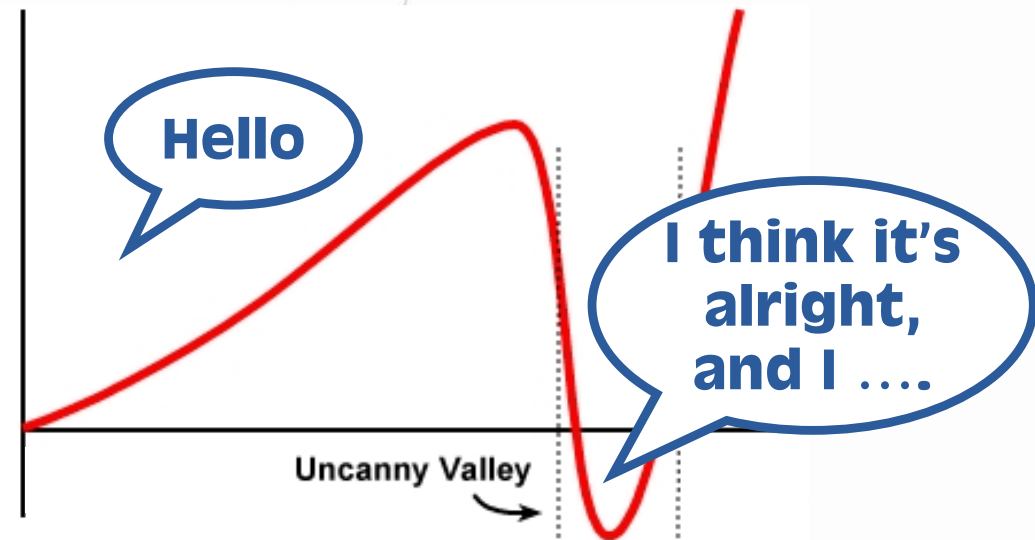


**The uncanny valley
are evolutionary
adaptations**

THE UNCANNY VALLEY OF COMPUTER SOFTWARE

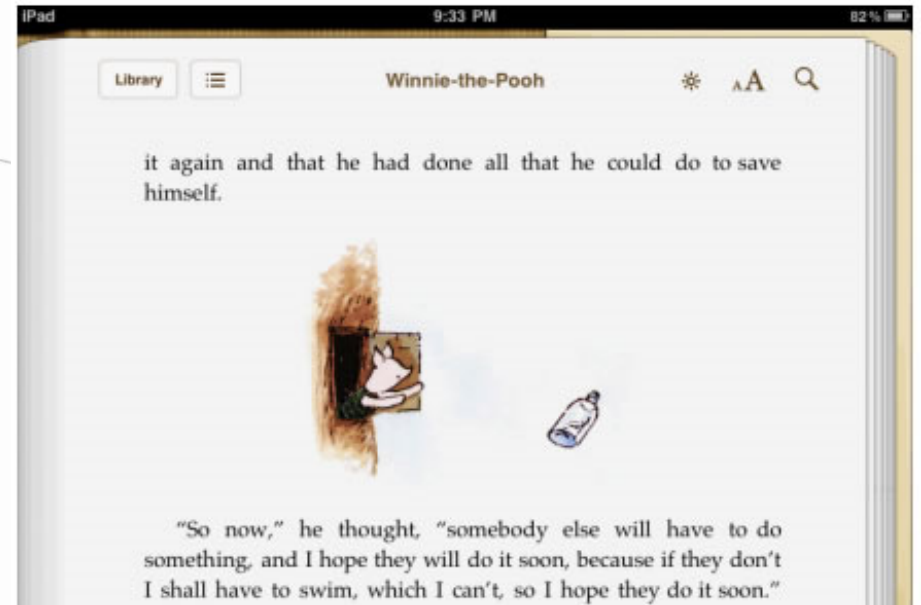
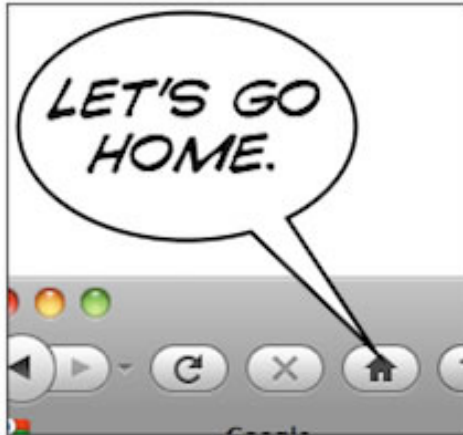


Annoying rather than helpful...



also in synthesized voice...

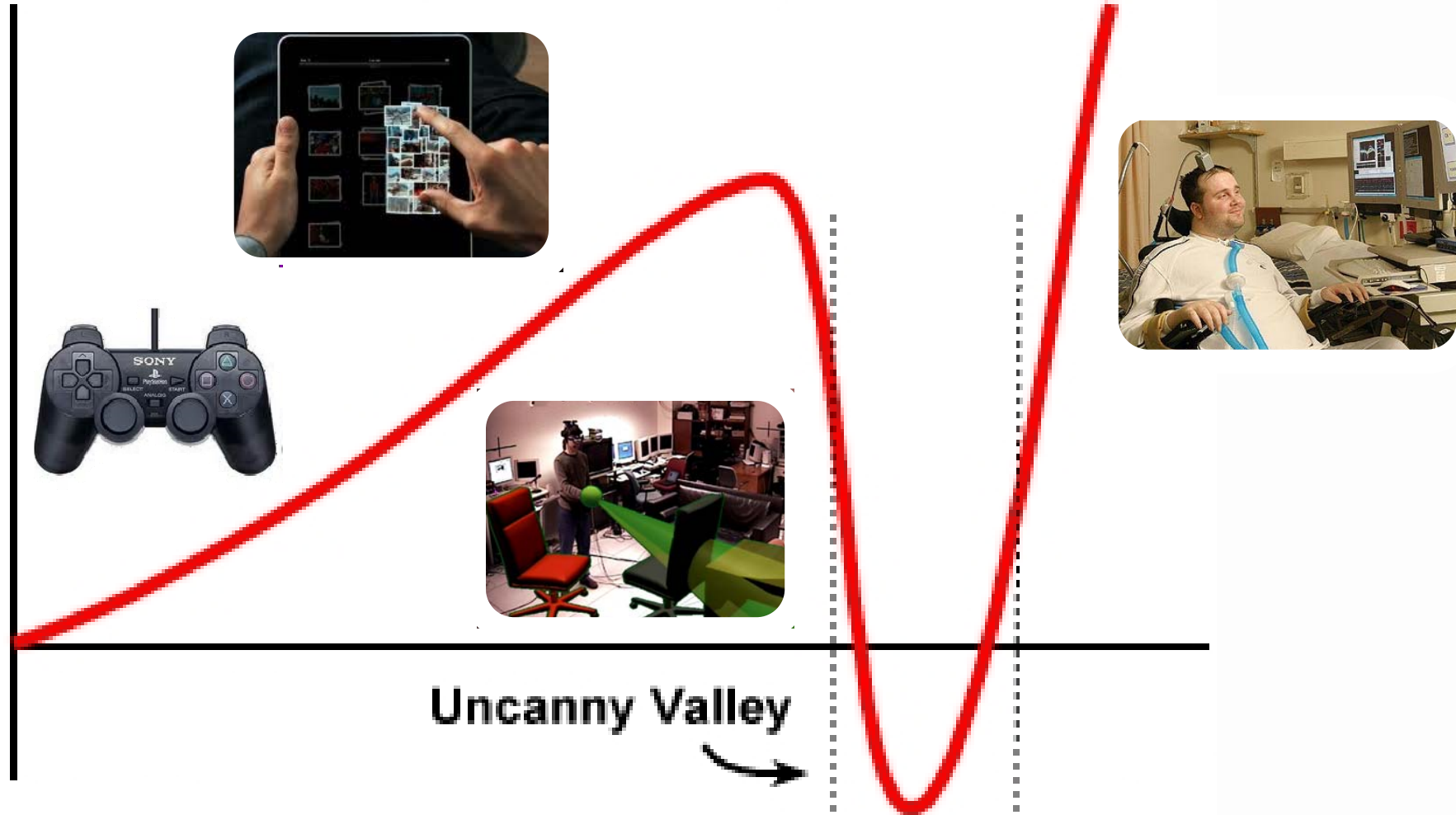
THE UNCANNY VALLEY OF INTERFACE DESIGN



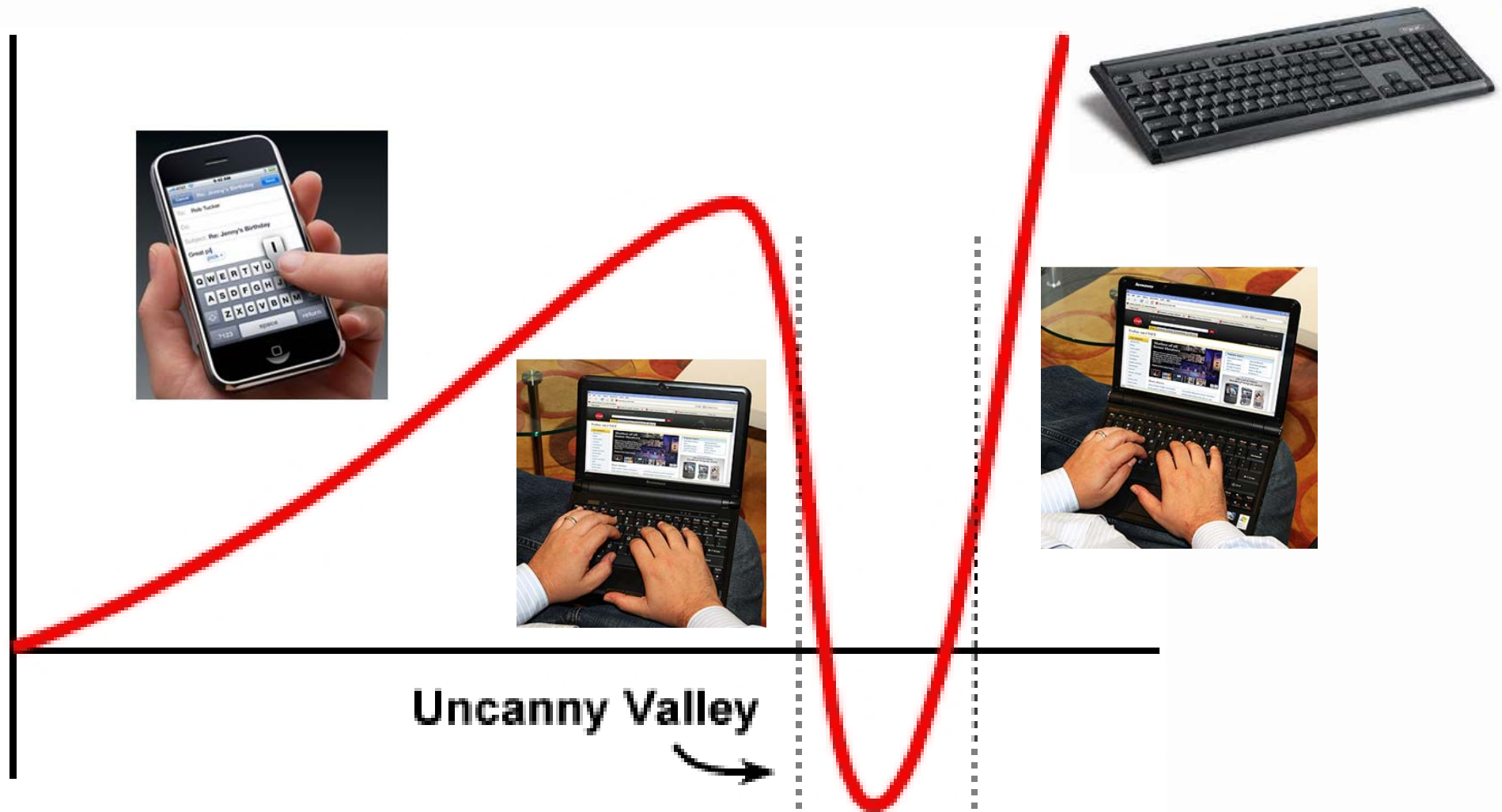
Don't be too realistic !

E-books can be like real books ?

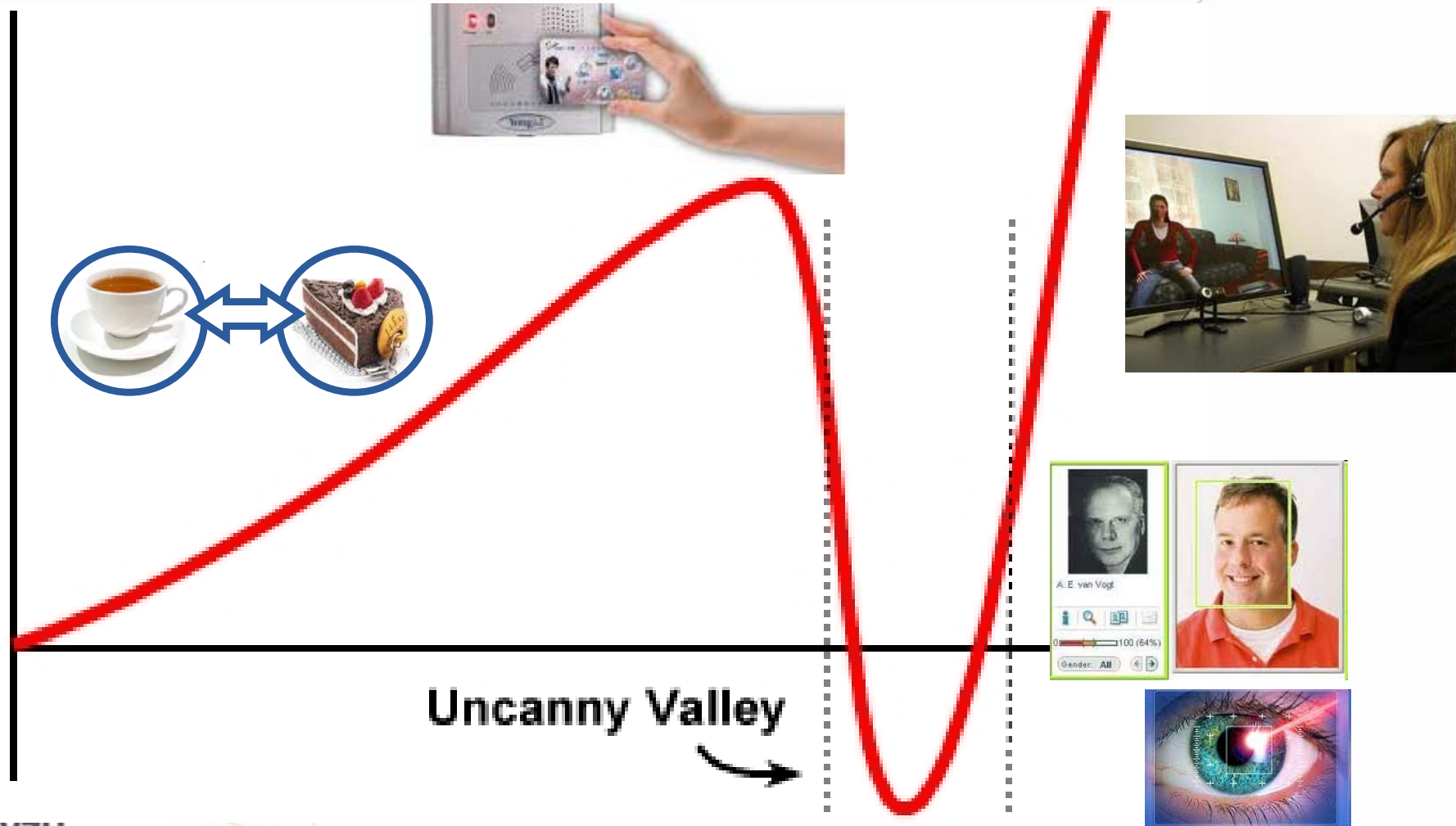
THE UNCANNY VALLEY OF CONTROLLERS



THE UNCANNY VALLEY OF KEYBOARD DESIGN



THE UNCANNY VALLEY OF CUSTOMER SERVICES

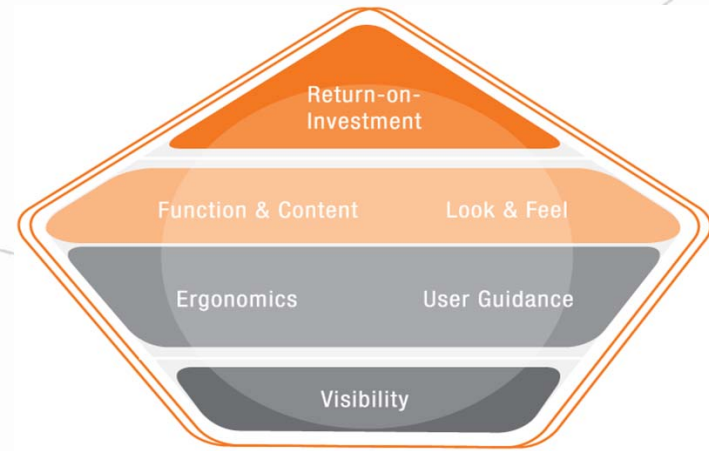
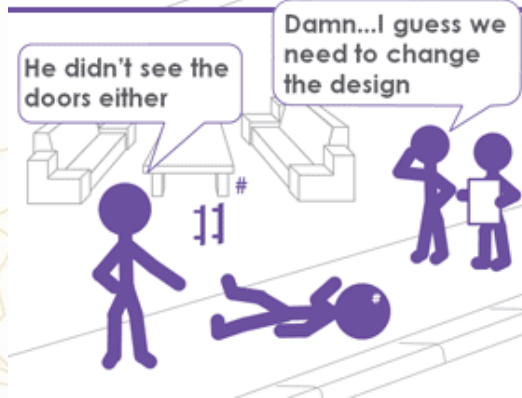


IT'S ALL ABOUT USER'S EXPERIENCES & EXPECTATIONS



PREVIEW FOR NEXT WEEK

Usability testing



On Usability