

Personalization & Design

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What makes a **product** become personal?

How a person develops meaningful relationships with **products**?

How do **products** become a vehicle for personal expression?

What makes a **product** become personal?

How a person develops meaningful relationships with **products**?

How do **products** become a vehicle for personal expression?

How can we **design for personalization**?



Learning about personal objects
What makes a product become personal?





Three main concepts



Three main concepts

Personality

Expression

Identity



Three main concepts

Personality
Expression
Identity

Carl Rogers
Ervin Goffman
Erik Eriksson



Personal objects are those that share our story.

The ones with which we have a
meaningful relationship

Learning about meaningful relationships
How a person develops meaningful relationships with products?

Danielle

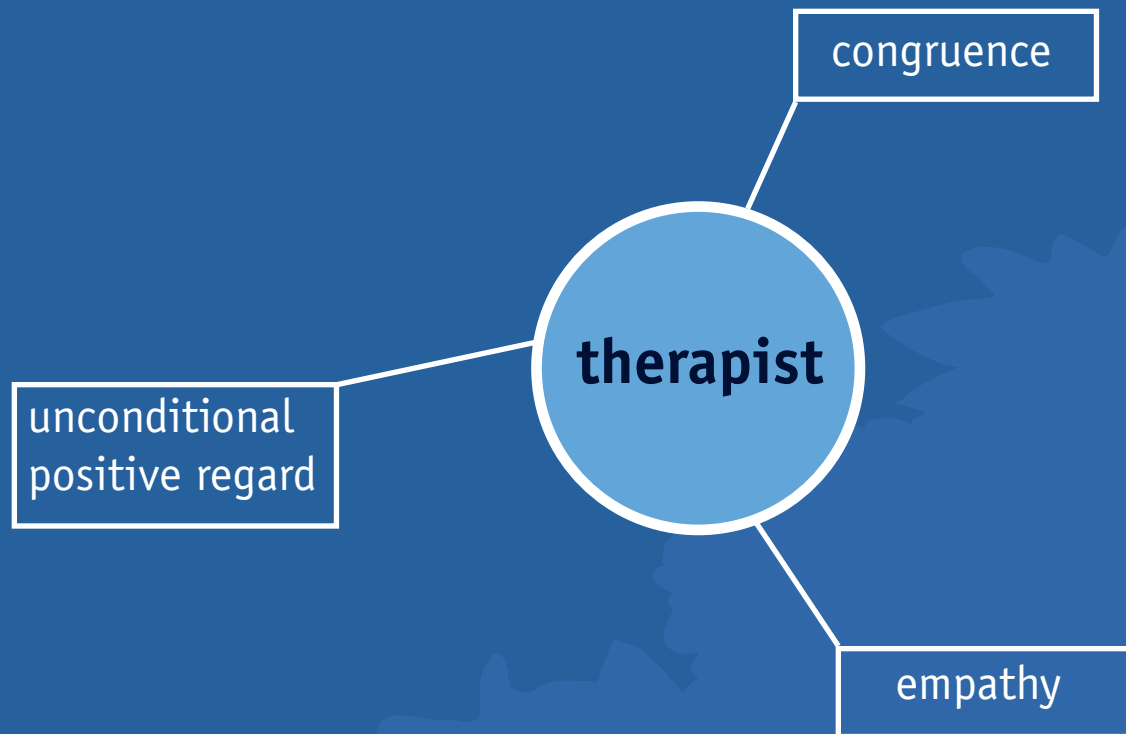


A meaningful relationship is...

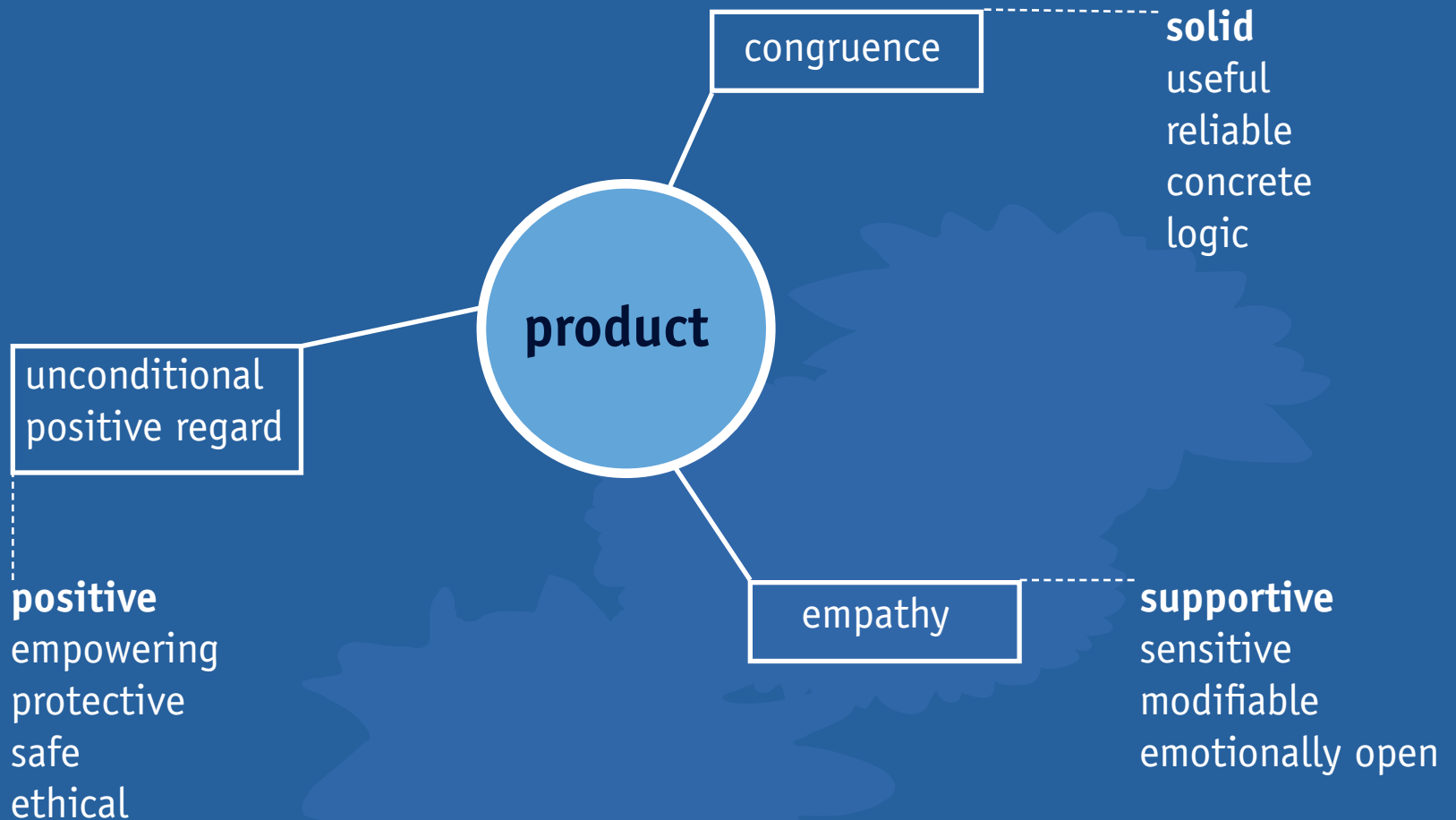
“one in which one of the participants intends that there should come about, in one or both parties, more appreciation of, more expression of, more functional use of the latent inner resources of the individual.”

Carl Rogers, On Becoming a Person

A meaningful relationship in therapy



A meaningful relationship with a product?



Learning about expression

How do products become a vehicle for personal expression?



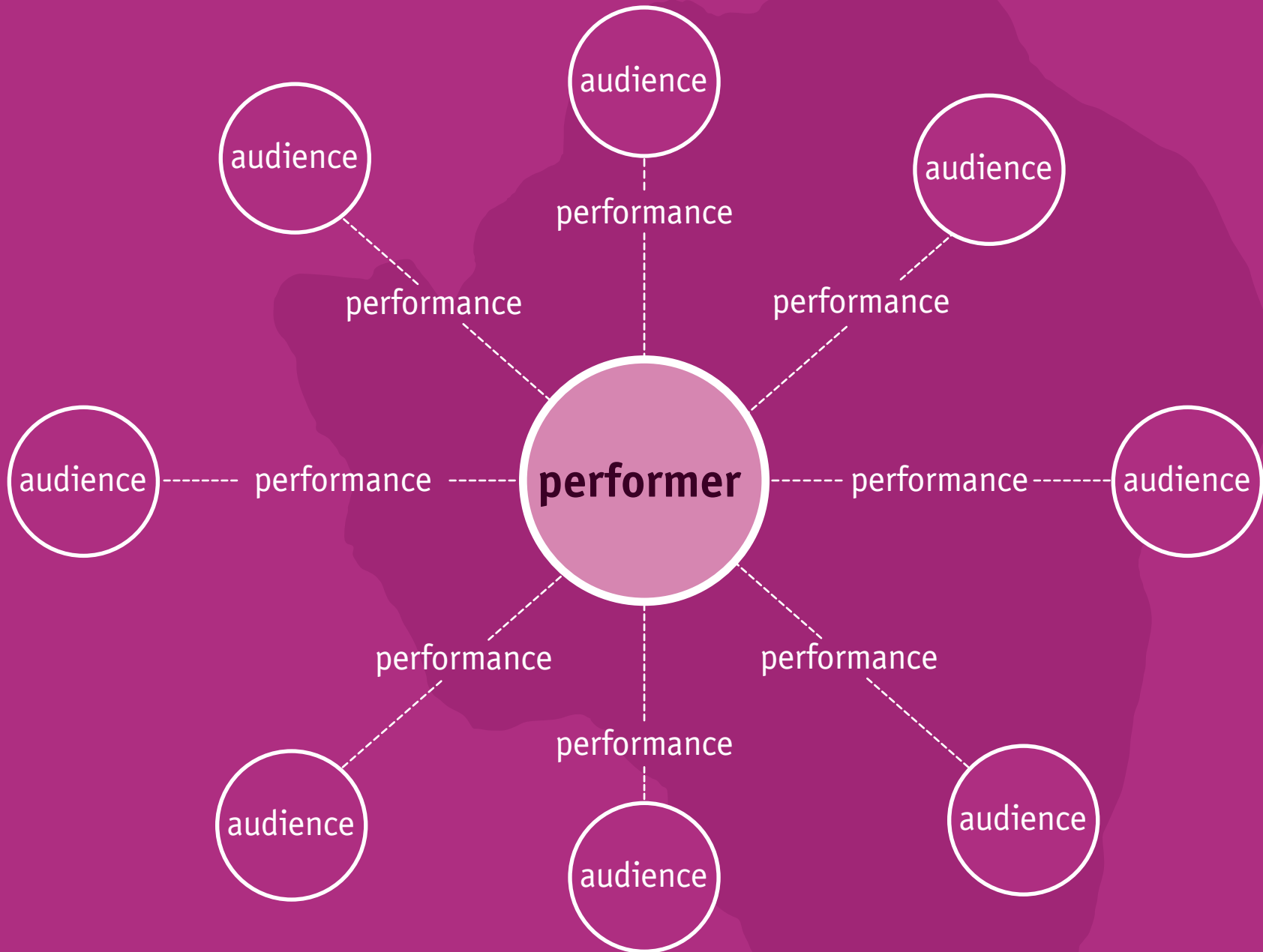
Why do we express?

“Information about the individual helps to define the situation, enabling others to know in advance what he will expect of them and what they may expect of him...an individual acts so that intentionally or unintentionally expresses himself, and the others will in turn have to be impressed by him”

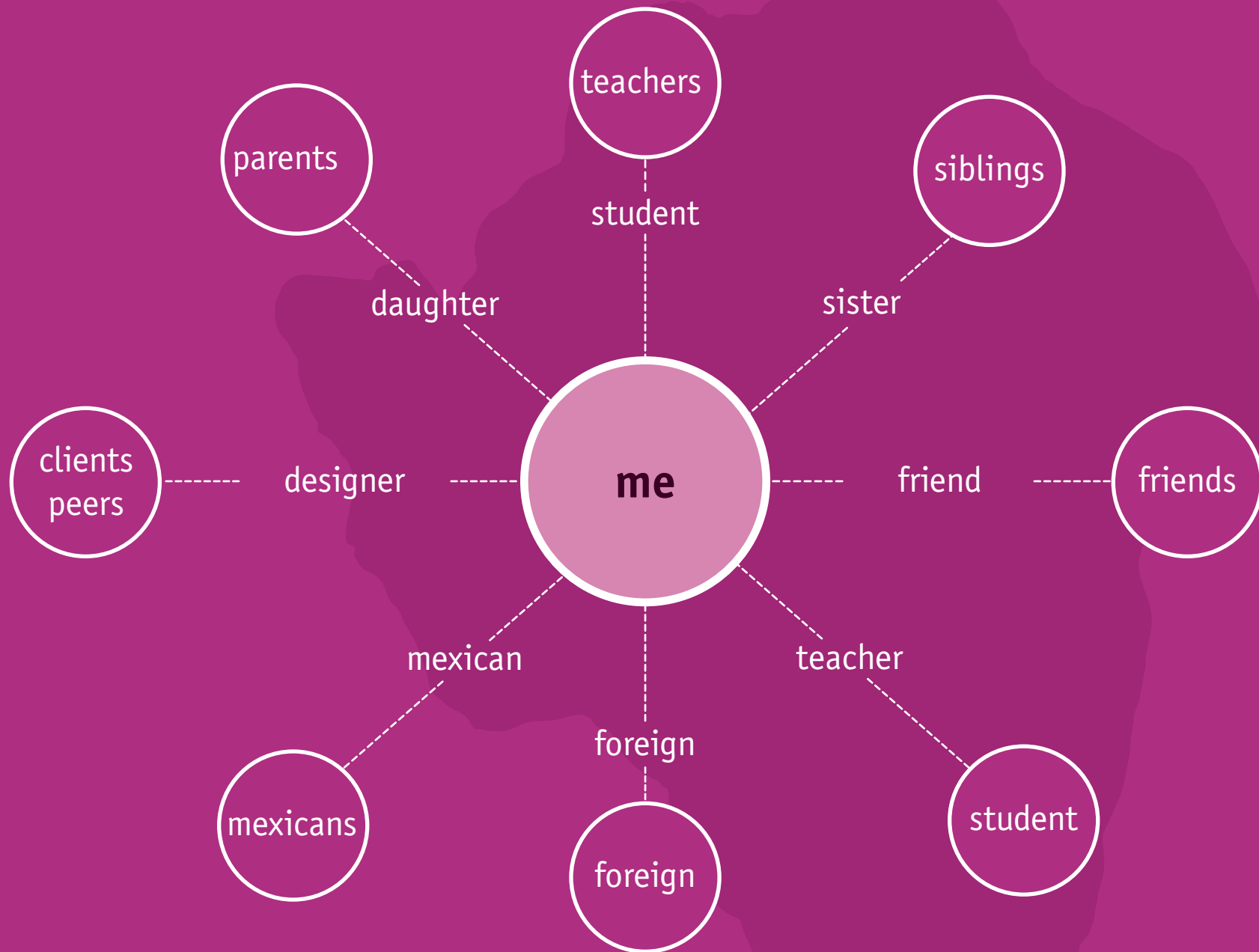
Ervin Goffman

The Presentation of Self in Everyday Life

Different situations, different roles



Different situations, different roles

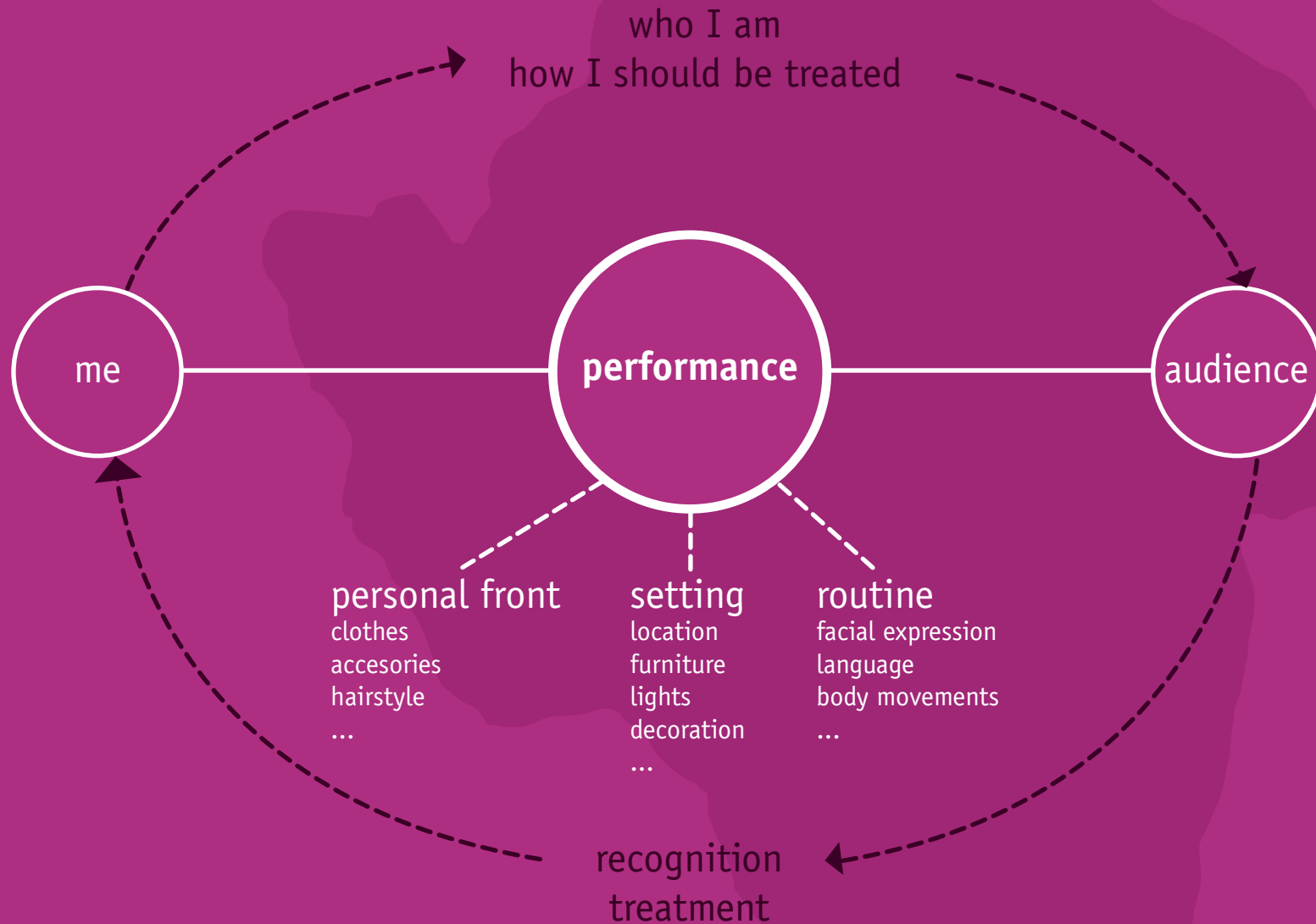


Expression through personal objects

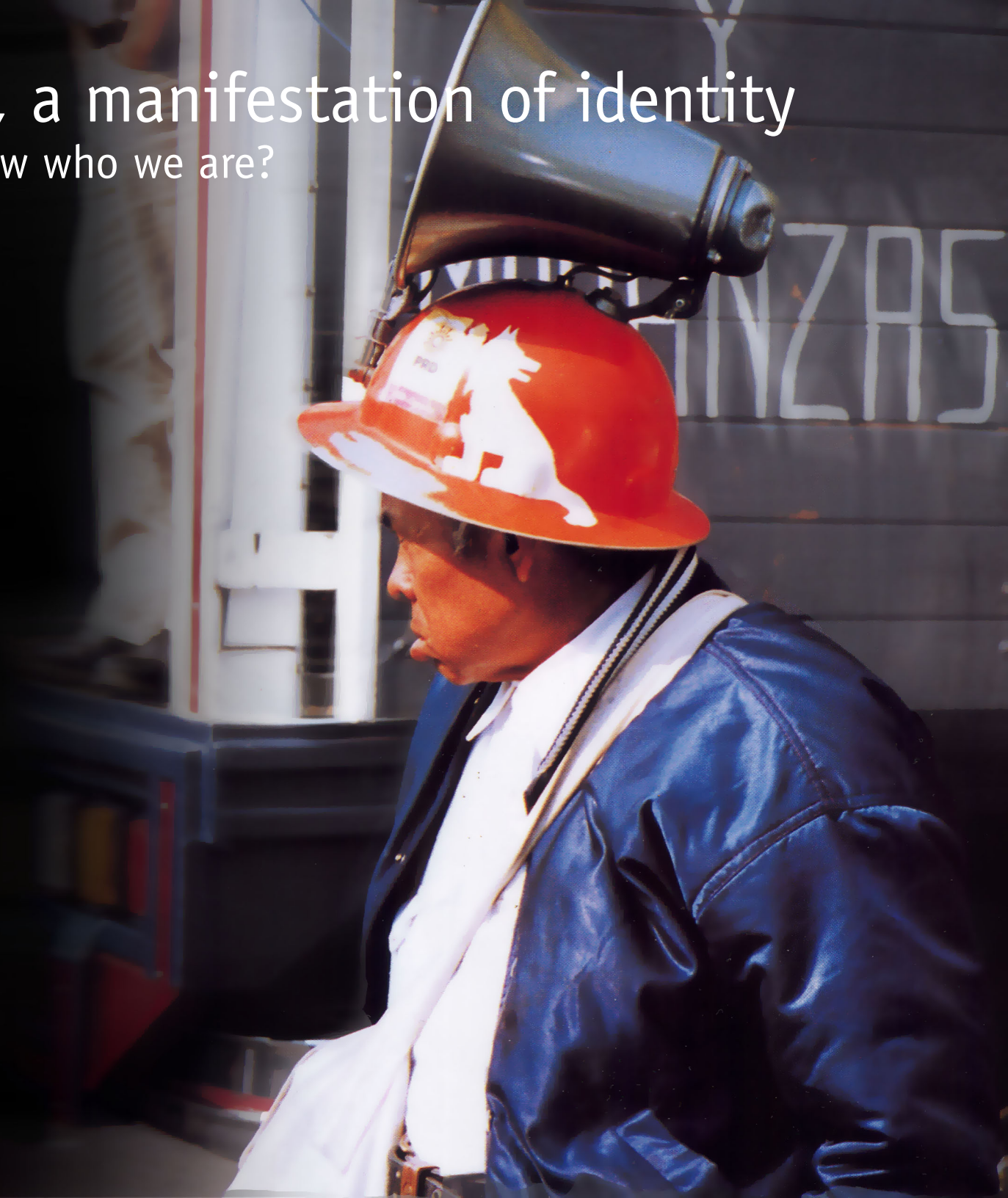


We express to differentiate ourselves from the rest of the people, to let others know who we are and how we should be treated

Through products we tell a story, our story



Personal objects, a manifestation of identity
How do our products show who we are?



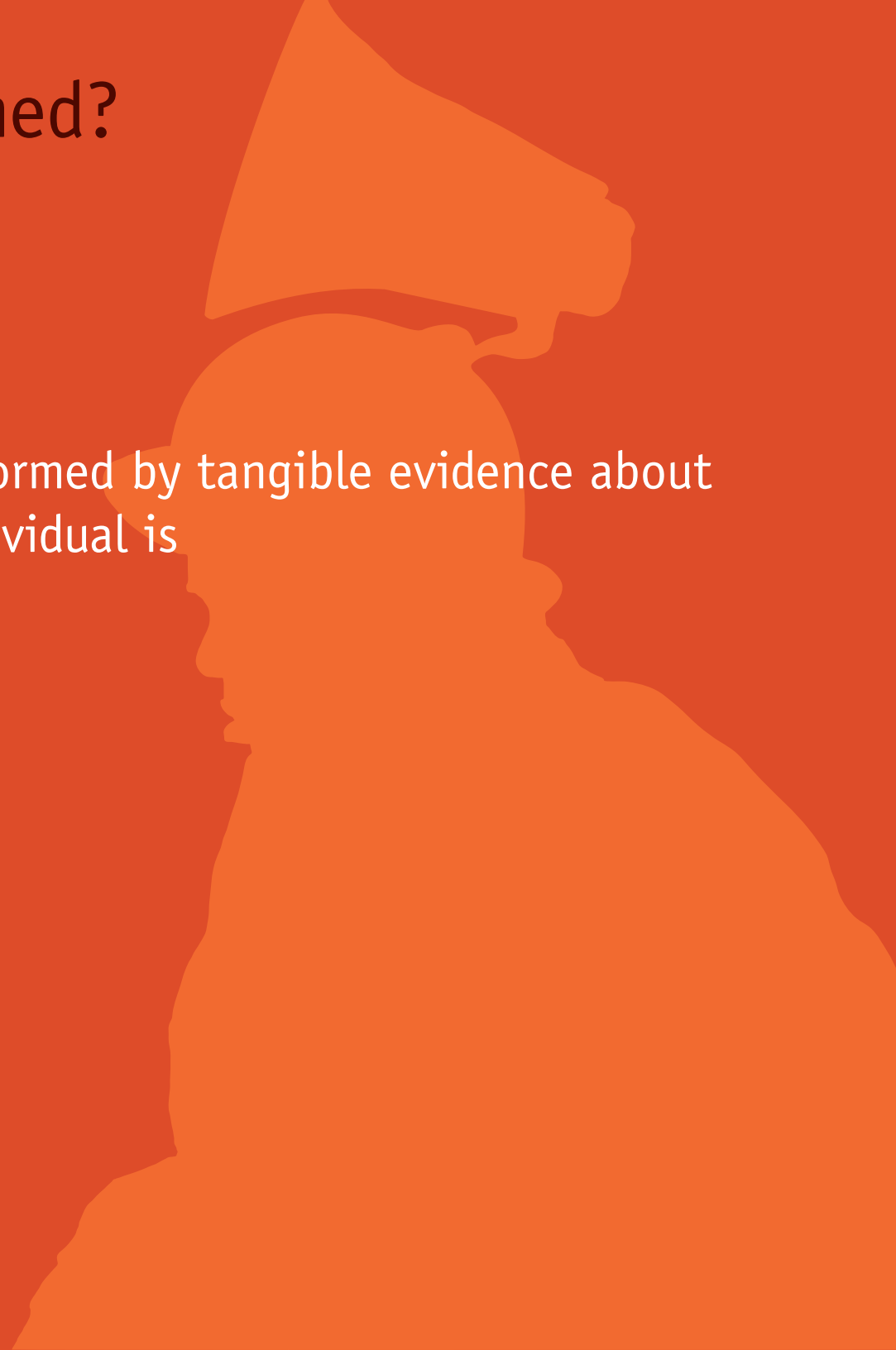
How is our identity formed?

“Identity is always a result of our upbringing. Different stages, different influences, different reactions affect the way we perceive the world and ourselves.”

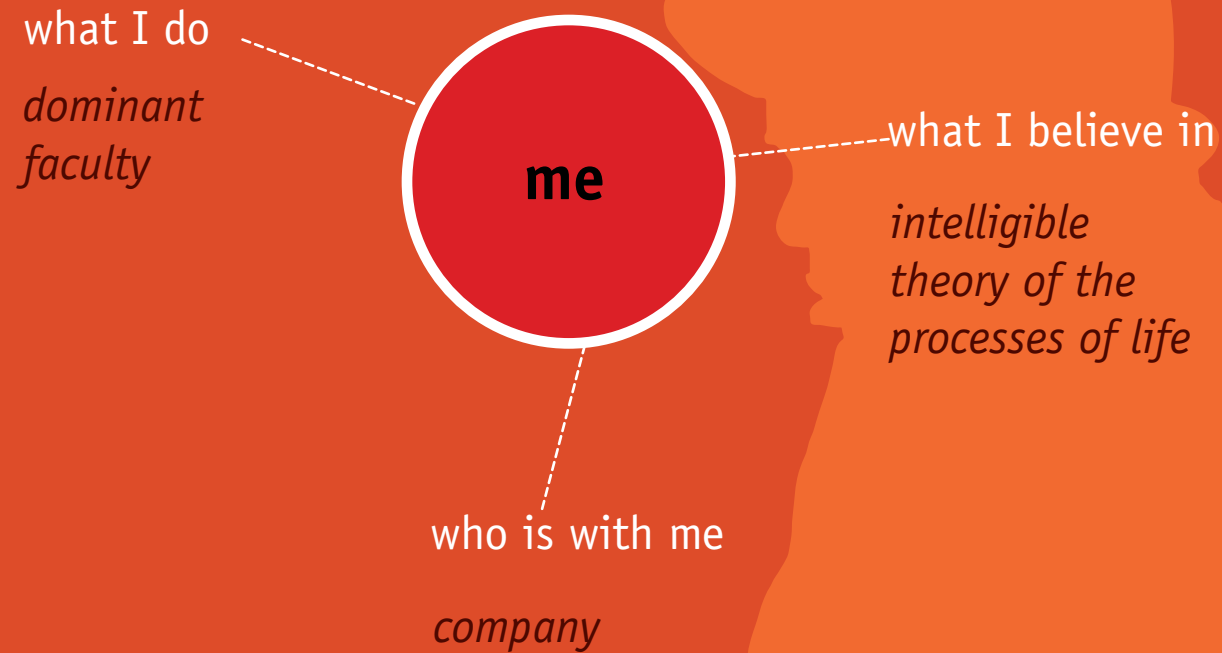
Erik Erikson, Identity and the Life Cycle

How is our identity formed?

Identity is formed by tangible evidence about who the individual is



How is our identity formed?



Personal objects, a manifestation of identity

provide tools to:
make things easier
make things better

understand goals
improve processes
provide feedback
aid problem solving
grow from practiced
traditions

product

understand values
reflect values
embody beliefs &
aspirations
allow the user to live
by his/her values

design as facilitator
facilitate human interaction
promote communication

design as companionship
communicate with the user
follow interaction rules

How does this applies to design?



Some design implications.

A product to support personalization should allow the user to build a trustful relationship that allows him to express in a meaningful way, not only who he is but also who he wants to be.

Some design implications.

supportive

sensitive
modifiable
emotionally open

positive

empowering
protective
safe
ethical

solid

useful
reliable
concrete
logic

trustful
relationship

product

reflect
ownership

meaningful

provide tools

make things easier
make things better

design as facilitator

facilitate human interaction
promote communication

design as companionship

communicate with the user
follow interaction rules
use the user's language

understand values

reflect values

embody beliefs & aspirations
allow the user to live by his/
her values

personal narrative

personal front
routine
setting

Future steps

Comparison with other points of view about what is a person, expression and identity.

Use the model to inform practice and refine it based on experience

Questions?



thank you