

The Hound Personality (Radio Edit)

Why does Hound need a "personality"?

A personality provides *consistency*. Like a real person, a consistent personality is a mark of sanity and maturity.

- Hound features lots of language-based interaction.
- Spoken responses may be viewed more as a "person" than on-screen text.
- Refer to the personality when creating and evaluating interaction.
- Unify the style and content of responses and tips.
- Users will know what to expect.

The Five Factor Model

The Five Factor Model (FFM) is a popular, broadly-accepted, generally universal model for personality study.

Factors:

- Openness to experience
- Conscientiousness
- Extraversion
- Agreeableness
- Neuroticism

Personality Archetypes

...are general personality types commonly understood in one or more cultures. They often correlate to social structures.

- Mother and father
- Hero and villain
- Scholar and sage
- Knight in shining armor and damsel in distress

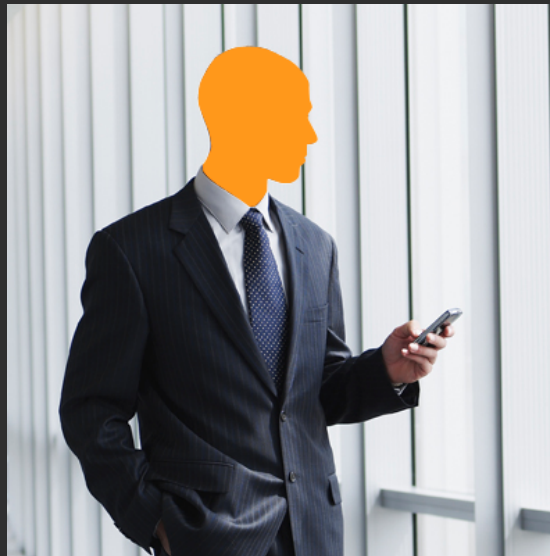
Search/Shortcut App Personalities

Three ways to think of these apps:

Butler



Assistant



Friend





Butler

a.k.a. valet, lady's maid, man-servant

Domestic worker tasked with household or personal preparation and maintenance.





Assistant

a.k.a. concierge, executive/personal assistant, aide-de-camp

Business worker in charge of a superior's scheduling, communication, and organization.





Friend

a.k.a. bro, girlfriend, BFF

Closely-regarded peer with an informal relationship, shared interests, and common experiences.





The Butler is...

- Openness to Experience
 - ...highly cautious and consistent
- Conscientiousness
 - ...very efficient and organized
- Extraversion
 - ...solitary and reserved
- Agreeableness
 - ...somewhat cold and unkind
- Neuroticism
 - ...fairly secure and confident



The Assistant is...

- Openness to Experience
 - ... fairly cautious and consistent, but not narrow-minded
- Conscientiousness
 - ...very efficient and organized
- Extraversion
 - ...outgoing or reserved as the situation requires
- Agreeableness
 - ...friendly or cold depending on the context
- Neuroticism
 - ...very secure and confident



The Friend is...

- Openness to Experience
 - ...curious and open
- Conscientiousness
 - ...very easy-going and sometimes careless
- Extraversion
 - ...highly outgoing and energetic
- Agreeableness
 - ...very friendly and compassionate
- Neuroticism
 - ...sensitive or secure depending on the situation

When asked...

"What should I wear today?"



"What best suits your affairs, sir."

The butler avoids making direct decisions for you.



"You have a casual lunch meeting today, so perhaps a polo shirt and jeans."

The assistant factors important personal information into their recommendations. Suggestions are gently worded.



"Whatever's comfy, dude."

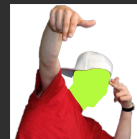
The friend is neither interested in details nor in making decisions for you. They speak informally, using nicknames or slang.

The App Personality Spectrum

Formal
Brief
Reserved



Professional
Dynamic
Adaptive

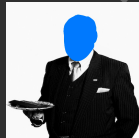


Informal - Inconsistent - Outgoing

Siri

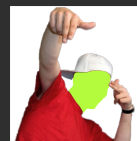
Is a friendly assistant: it speaks somewhat informally, addresses the user directly, responds to odd queries, and attempts to tell jokes. It tracks some of your personal details.

Formal
Brief
Reserved



Professional
Dynamic
Adaptive

Siri



Informal - Inconsistent - Outgoing

Dragon

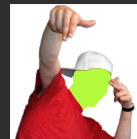
Is a quiet butler: it usually responds, simply, with "Let me get that for you" and displays a web page. Bizarrely, it will also tell you jokes.

Formal
Brief
Reserved



Professional
Dynamic
Adaptive

Dragon



Informal - Inconsistent - Outgoing

Google Now

Is a reserved assistant: it responds succinctly and informatively to the queries it supports. It provided a philosophical, non-comedic answer to a request for a joke.

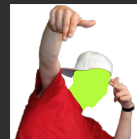
Formal
Brief
Reserved



Now



Professional
Dynamic
Adaptive

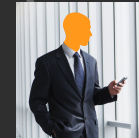


Informal - Inconsistent - Outgoing

Robin

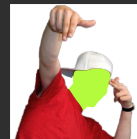
Is a helpful friend: replies are fairly wordy and informal, but useful. It's perky, with lots of affirmative expressions. It will respond affectionately and sometimes strangely intimately.

Formal
Brief
Reserved



Professional
Dynamic
Adaptive

Robin



Informal - Inconsistent - Outgoing

Skyvii (Honorable Mention)

Is the crazy lady next door: sometimes responses are relevant, sometimes they are several non-sequiturs in one... Or ads!

Formal
Brief
Reserved



Professional
Dynamic
Adaptive



Informal - Inconsistent - Outgoing

Skyvii



Bats*** crazy