

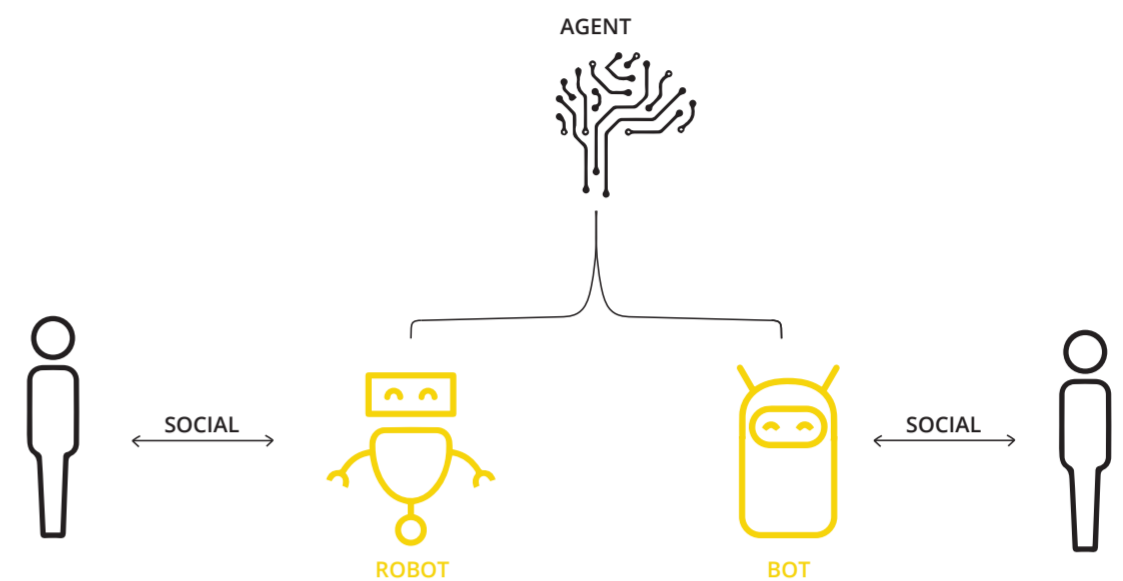
THE ADOPTION OF SOCIAL BOTS

illustrated with Digital Assistants

DEFINITIONS

Currently, robotics is one of the most interdisciplinary studies. As a consequence, researchers differ in the exact definition of 'social robots' and 'robots' in general. Therefore, it is important to understand the definitions used in this research.

Everything in the field of robotics starts with an agent. This is the artificially intelligent system, note that this is just the software and no hardware yet. Consequently, an agent becomes a robot or a bot depending on the hardware. A robot is an intelligent system with a hardware embodiment and a physical aspect of movement. In contrast, a social bot has no physical aspect of movement in a sense that it cannot move across the room. This research focused on social bots which is a bot enabling interaction or engaging in interaction. As digital assistants are the first successful example of commercialized social bots, they are used as a case study.



CRITERIA

1

Practical use

The application should have a single minded goal, a clearly defined domain and the role of voice should be clear.

2

Not too many functionalities

Companies should avoid the tendency of creeping in too many features into one application. Otherwise the perceived usability decreases.

3

Clear added value

The lack of a clear added value is the main reason why consumers do not have a digital assistant at the moment.

PERSONAS



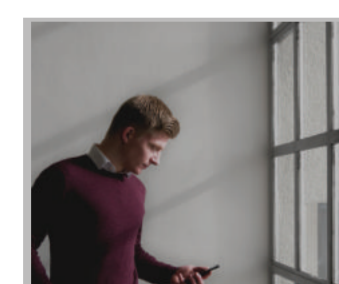
Fun loving family

"It is really **fun** for us and our child to play around with the digital assistant."



Busy professionals

"A digital assistant can make my daily life more **convenient**."



Lonely techie

"The more things are **connected**, the better!"



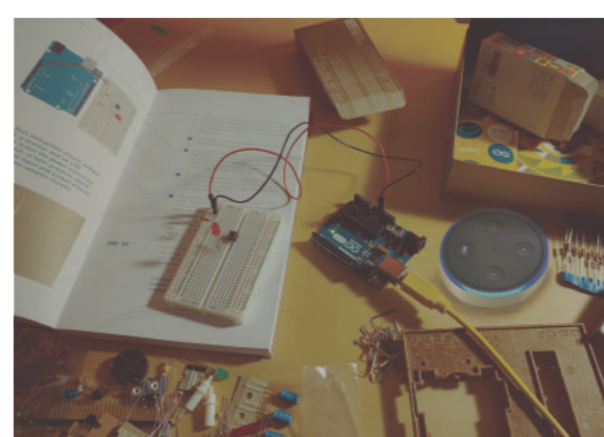
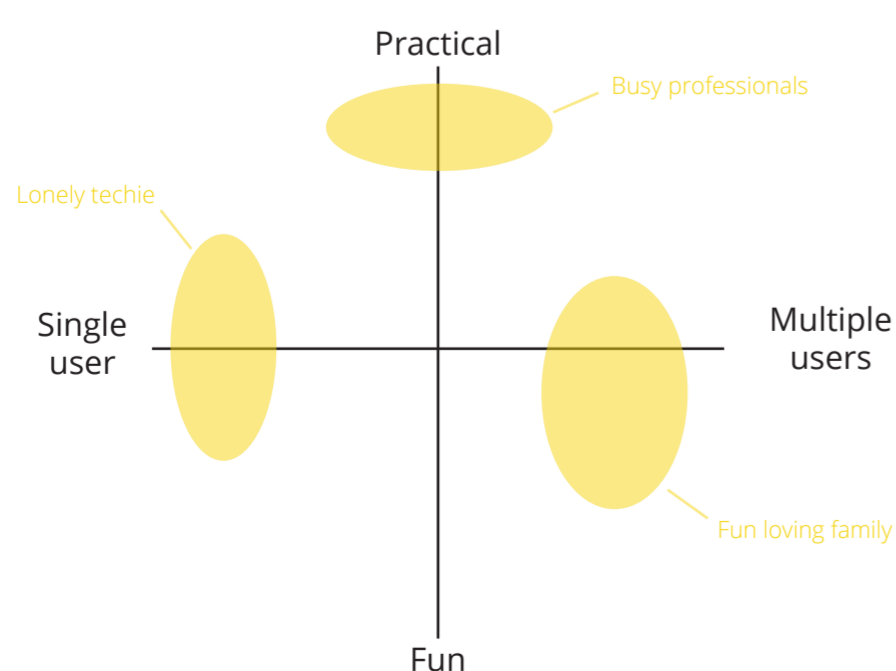
Baby monitor

By placing a Google Mini in the child's bedroom and a Google Home in the living room, the system can function as a baby monitor. With the intelligent voice technology the assistant could even draw conclusions upon the baby's sleeping behavior.



Kitchen assistant

This application is specifically for food subscription companies, such as Hello Fresh. By reading out the recipes, the user can prepare the meal at the same time. The application could even be extended with, for example, ordering extra ingredients via the assistant.



Smart home kit

The lonely techies love to control the technical features in their house. Therefore the Smart Home Kit is a toolkit they can use for controlling and personalizing their smart home. You could almost compare it with a Lego set, but this one is for adults.

USE CASES