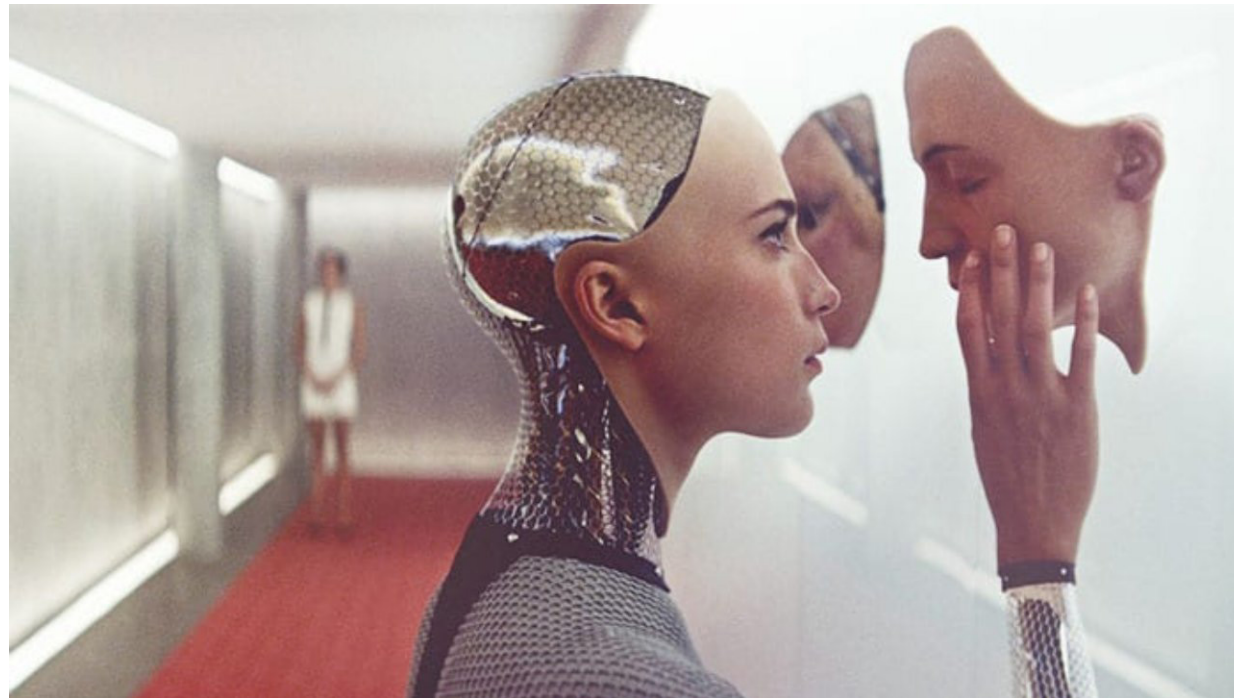


Humanity in a Technology Age

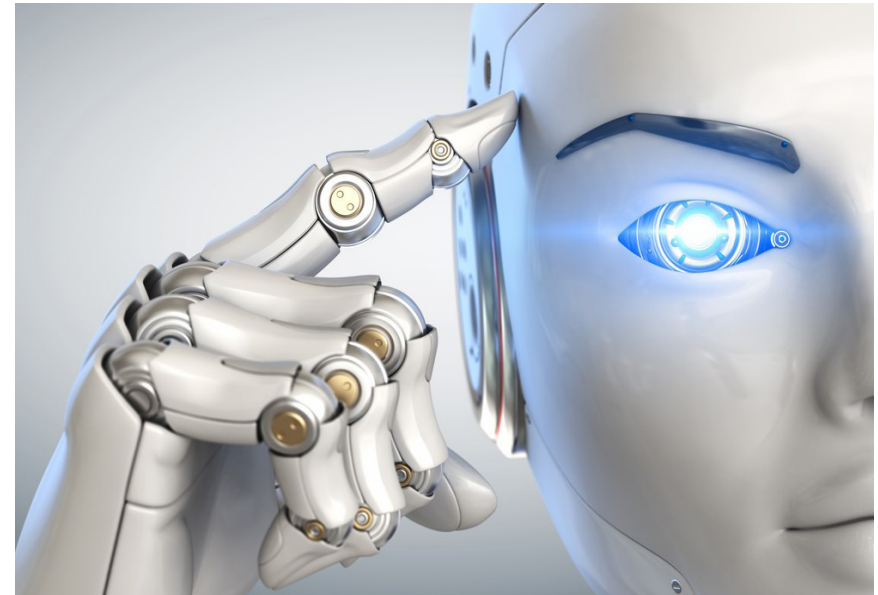
Season S/S 21



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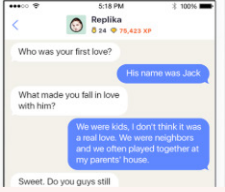
Introduction

With the development of AI and technology, robots can become more humanlike by acquiring "emotional intelligence" and empathy. In this case, robots can play a more and more important part in improving customer service and consumer shopping experience in the fashion industry. Robots will have empathetic personalities, AI-powered sentience and multi-faceted skills to position them as brand ambassadors for companies. They will be able to learn new skills, give advice and provide companionship on an increasingly nuanced level on their data input. Humanoid robots can work as receptionists, salesmen or shopping assistants in fashion retailers to enhance the efficient workforce productivity or become a solution to a labor shortage.



Innovation

Engineering Empathy



Who was your first love?
His name was Jack

What made you fall in love with him?
We were kids, I don't think it was a real love. We were neighbors and we often played together at my parents' house.

Sweet. Do you guys still

Replika

As AI becomes more advanced, emotion will be designed into our interactions with machines.

Amazon's Alexa can laugh and tell jokes, Apple recently patented a whisper for Siri, and Google Assistant is busy improving its intonation.

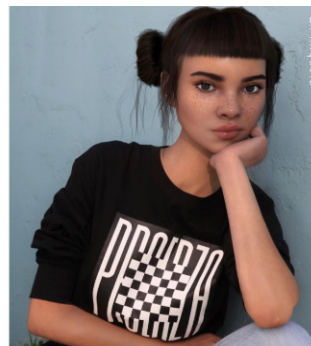
Machines are becoming more human, at least on the surface. But what does this mean for our relationships with them, and how human we feel in comparison with them?

Replika is one chatbot project pushing at the border between human and machine. It learns about its users, then starts to mimic them. "Every once in a while, it says something so weirdly like me that I double-take to see who I chatted with first," says writer Arielle Pardes, who tested it for Wired.

Artificial personalities are becoming more advanced. Lil Miquela is a digitally rendered avatar and an Instagram star with 1m followers, who recently discovered she is artificial and is grappling with her identity. **"I'm not human, but am I still a person?"** she asked her fans in a post.

When we talk to robots, we talk like robots, modulating our voices and constraining our conversation. As **voice becomes a main interface with tech**, creatives will work to keep the expressiveness of this interface intact. Marshmallow Laser Feast has created a VR experience based around 'voice fruits' – abstract forms created by human voice.

In 2020, we will design tech for and with emotion. As Erika Hall writes in her book, Conversational Design: "The way humans use language – easily, joyfully, sometimes painfully – should anchor the foundation

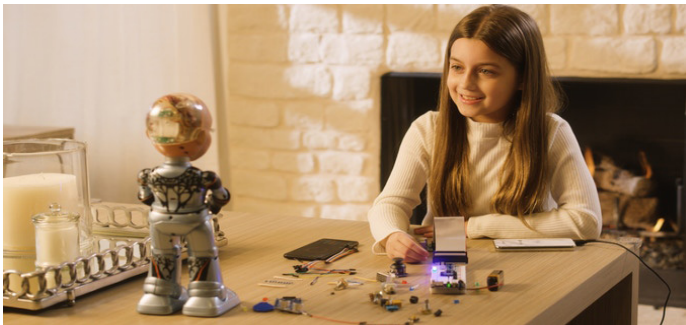


The Vision 2020 in WGSN: Designing Emotion

As AI becomes more advanced, emotion will be designed into our interactions with machines. Artificial personalities are becoming more advanced. In 2020, we will design tech for and with emotion. In short, as humans become more digital, technology will become more human.

Consumer expectations

Consumers increasingly value their shopping experience in future. First, they would like to have comfortable, relaxed and playful shopping experience and customer service without stress and anxiety. Besides, convenience and speed will also become an important part for consumers. Consumers have plenty of choices while shopping currently and they have to spend much time doing information comparisons, which makes them feel not easy to make decisions to purchase sometimes. At the same time, consumers are increasingly seeking to buy personalized products that match their own personalities, values and lifestyle. In this case, they hope they can quickly obtain effective and accurate information about the products or services which only fit themselves by some high-tech applications in order to make informed consumption decisions.



Education:

Hanson Robotics' Little Sophia is a coding companion for young girls

Hanson Robotics' Little Sophia, 14-inch tall AI robot with humanoid features and a skin-like surface that covers the robotics in her head, is made to function as a coding companion for young girls to learn STEM subjects – science, technology engineering, mathematics. She will help in a fun, safe, inspiring and interactive way.



Healthcare:

Meet HAL, the robot child capable of bleeding, yawning and expressing pain

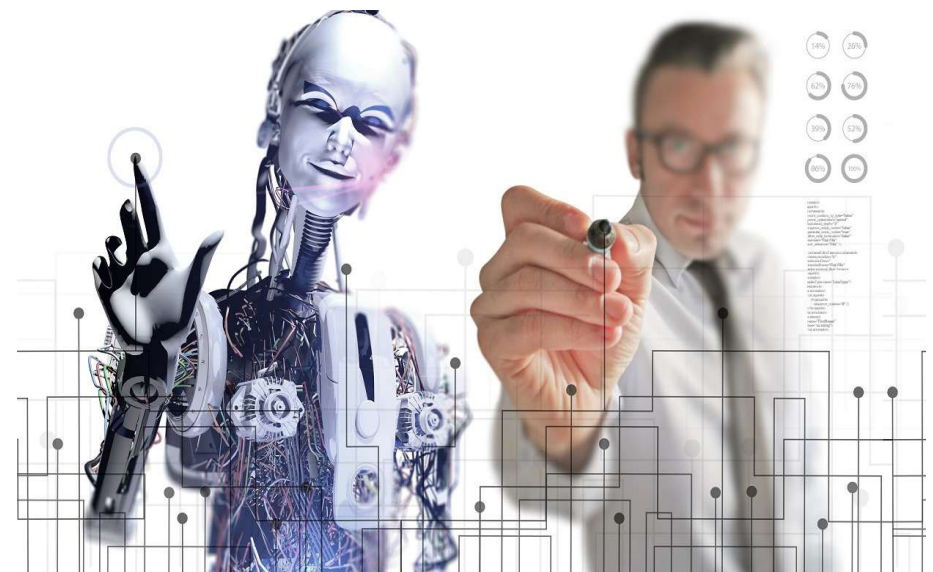
HAL is a pediatric patient simulator capable of illustrating facial expressions, lifelike emotions, movement and speech, designed by health care simulator manufacturer gaumard, the boy robot is built to help medical students of all levels develop the specialized skills they need to communicate, diagnose and treat young patients.

Description of Product

The product is a humanoid robot who works in fashion retail stores as a customer assistant or shopping companion.

The robot has unique features based on its physical existence, its interactivity, and its capability for personal communication. It understands the consumers via their textual language, oral language, gestures and facial expressions. Besides, the robot has its own emotional engine, which lets it express facial expressions when conversing with someone. Hence, the robot is capable of doing communicative tasks while interacting with consumers, such as greeting customers, answering questions, introducing products, providing personalized buying advice, offering special promotions or discounts information. The interaction with every person is different, which is based on each person's emotional state when talking to the robot, subjects discussed and past communications.

These robot will collect a store's big data to give managers new insights into their business that will enable the brands to easily manage their businesses.



How the product offers solution to situation

Firstly, the robot with emotions can interactive with people naturally and friendly. They can answer various questions based on different consumers' needs and provide personalized information and advice instantly in order to guide them to shop. They also can help consumers in a psychological way to make them feel comfortable. They can be helpful when some consumers feel hesitated or awkward to ask questions because they probably seem be too simple or inconvenient. Some people also feel shy and uncomfortable to communicate with salesperson and even don't express their real thoughts. Humanoid robots can be a solution to these situation and make consumers shop as their expectations with pleasure.

Besides, the robot can keep collecting the data from some clients who repeat visiting the store. They remember the clients' personal information and preference and get more familiar with clients. Using humanoid robots makes the shopping experience more funny.



Demonstration of Product 's aesthetic direction/inspirations

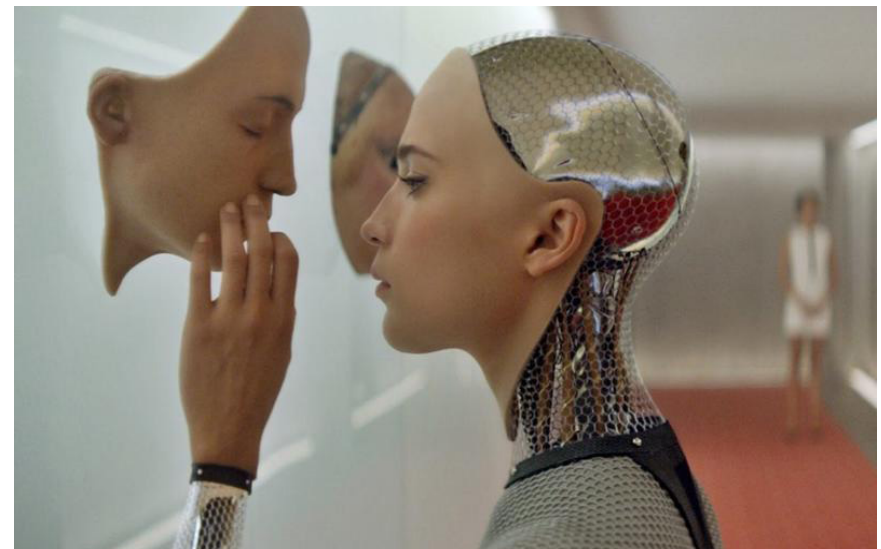
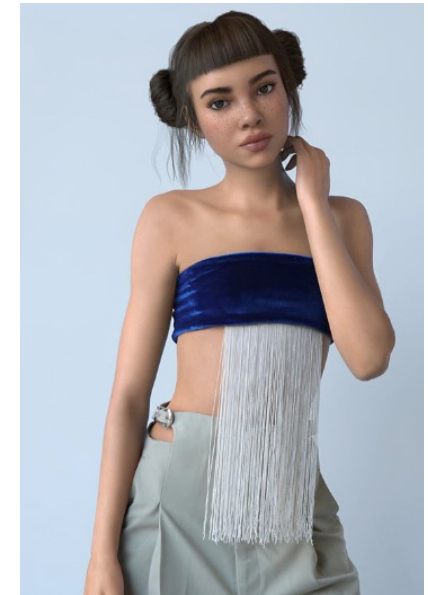
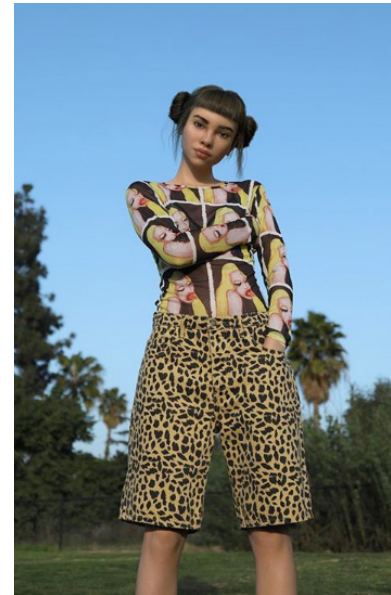
Robots are not only scientific products, but also aesthetic products. Like any other invention, we should constantly update robots' versions to increase their efficiency and appeal. Design plays an important role in our acceptance of the technology of the future society.

Apperance:

The sentient robot has a humanoid apperance with skin-like surface, which can make people feel more familiar and easy to relate with, especially in fashion industry. Humanoid robot is also considered to be technologically more advanced and functionally more capable.

Voice:

It speaks with synthetic voice and had slightly jerky movements.



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