GIGGLES

Design Artifacts

Then

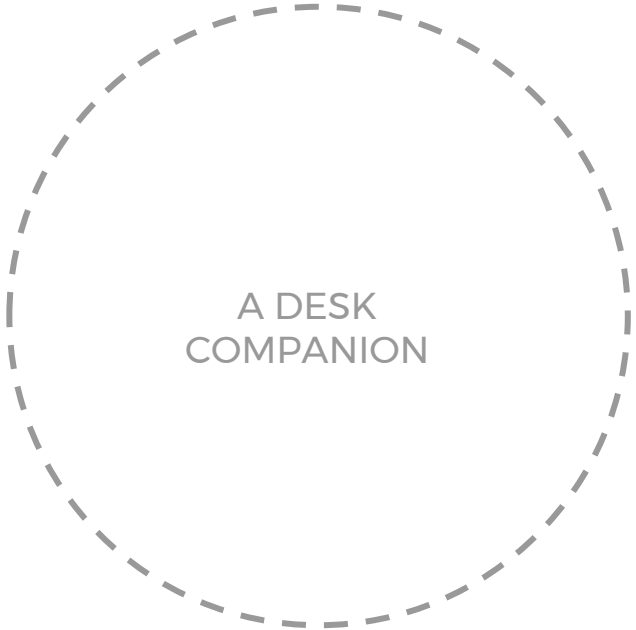
Now

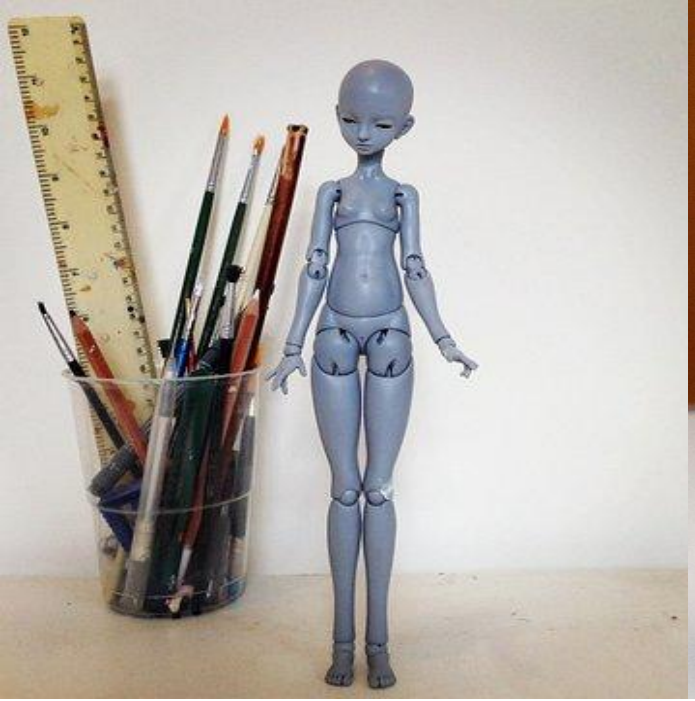
Workstations

Then

Now

What Is it?





Examples

Competitors

Context

PEEK-A-BOO TOYS®

Disney · PIXAR
FINDING DORY

How?

By creating empathy for the bot

Using the principles of animation

Make him desire

Make him incomplete

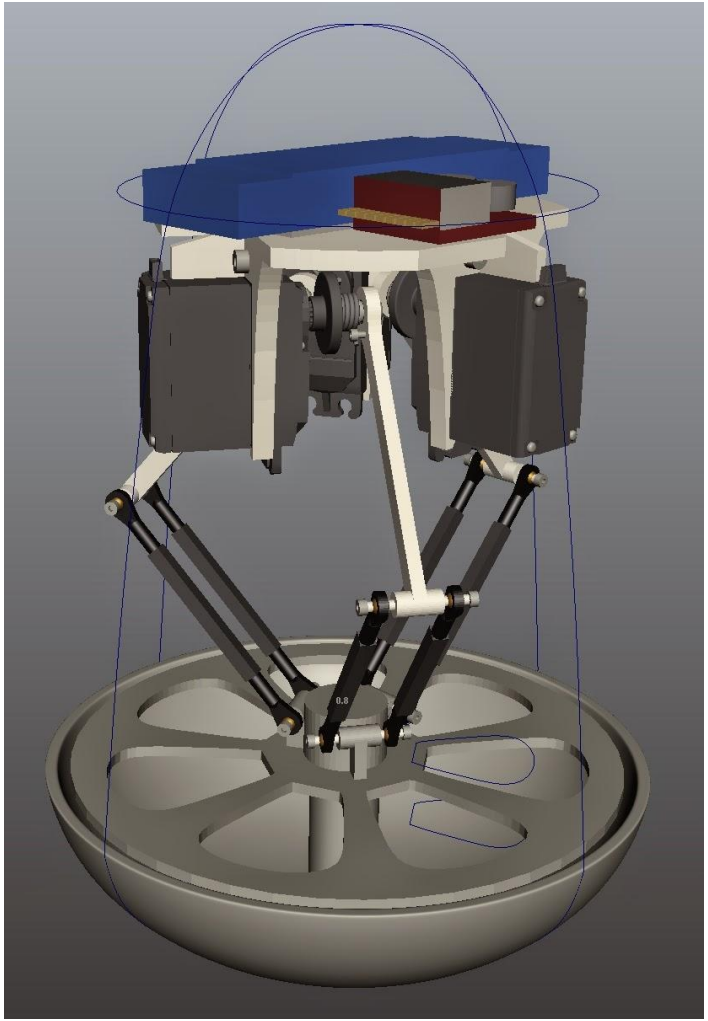
Make him admirable

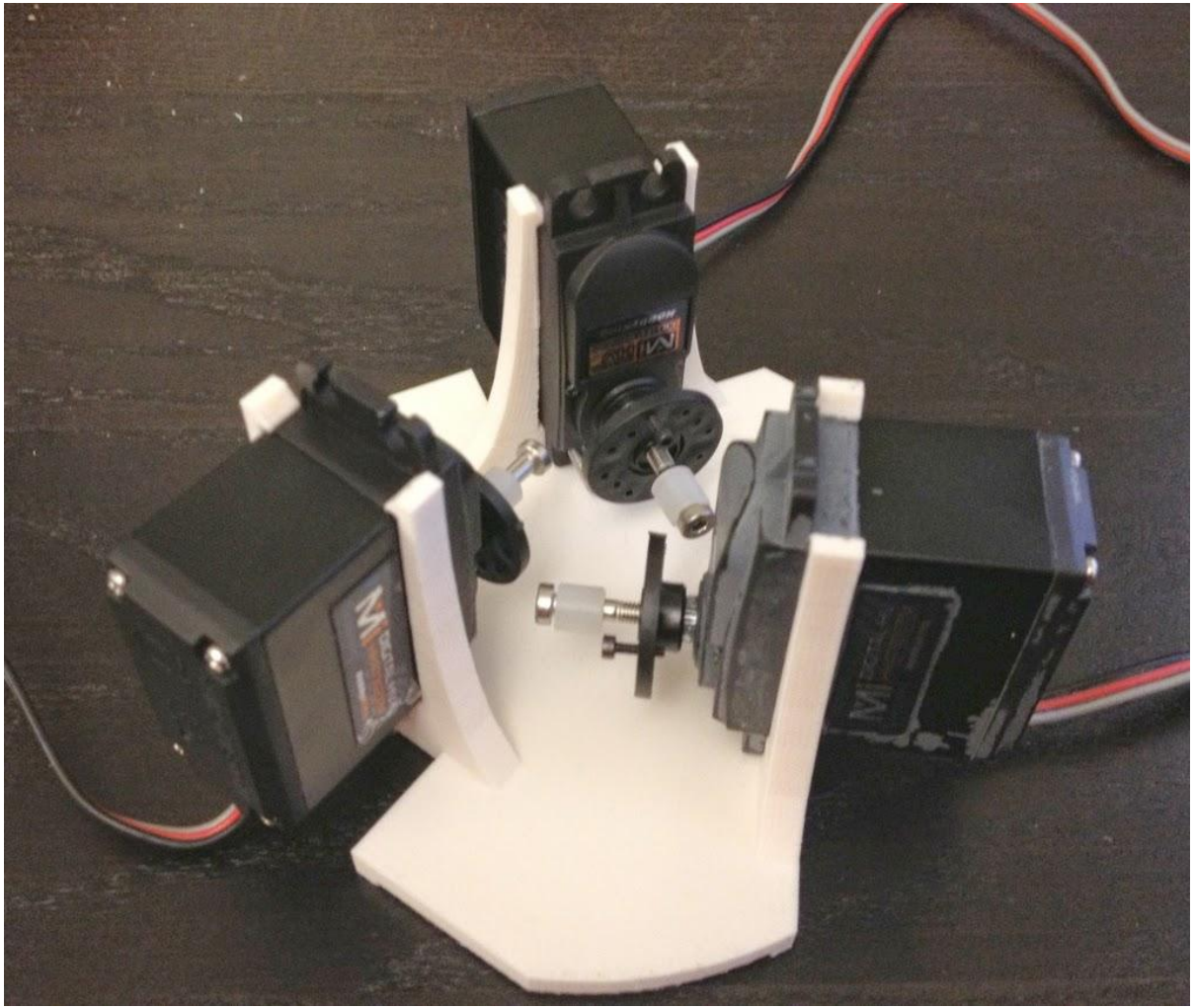
Make him struggle/ suffer

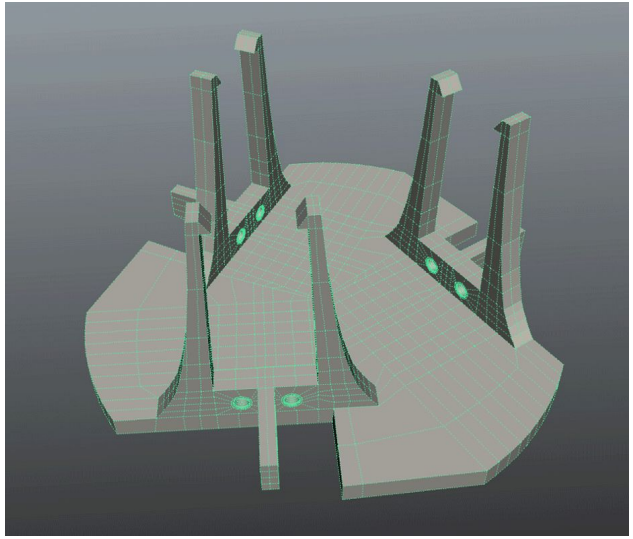
How?

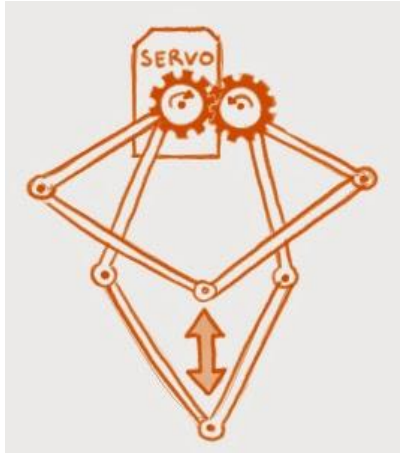
(technology)

ABB
FlexPicker








SERVO