

**UNIVERSITI TEKNOLOGI MARA**

**ASSOCIATING CHARACTER  
PERSONALIZATION THROUGH  
SOCIAL HUMANOID DESIGN**

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## ABSTRACT

Personalization design character is commonly applied in the product design category specifically during new product development. It is highly desirable in a situation where users are not provided with a one-fits-all solution to fit their needs. The design challenge upsurge while special needs required attention in which, and personalization for disabled or special needs category users requires similar acceptance with the ordinary user. Facing the design situation, the designer's intuitive thinking made it hard to integrate the data into a design form. Especially during the architectural form of personalisation in design approaches. This research attempt to discover the most prioritized facial character element design preferences which can interact with Autism Spectrum Disorder (ASD) children. A humanoid robot is used as subject matter to analyse the character of patterns for the correlation between ASD children's behaviour and the visual design appearance. The research design applied both qualitative and quantitative approaches. Designer with experience in creating the character in animation specifically selected in the Design Protocol Analysis (DPA) method. The designer who acts as a participant undergoes design sketches of abstraction level were used to evaluate the context of design thinking. This experiment attempted to profile the design strategy during the New Product Development (NPD) process for the personalisation of social product design. To identify the ASD children's preference for the emotional character as social interaction, this research includes qualitative design methods (techniques) for data collecting in design thinking parallel with interviewing and observing designers, setting the design protocol, all data collected set to integrated design pattern between the behaviour response and the visual element during design thinking. Based on the results, characterizing the design form of the subject (humanoid robot) specifically focuses on the facial expression based on the form, colour, and emotional arrangement. All respondents agreed on the combination of colour and simplified emotion is important in the creation of the humanoid character. It is highlighted by the consistent design outputs (colour) in character building. In addition, the influence factor of intuitive design character mostly came from the reference panel given. The similarities and differences of design character are basically on the colour and the face features. In this context, associating the character for social humanoid design requires design thinking in order to achieve the form development character building to enhance the interaction between the user and the product. Therefore, this research can be concluded that the character of personalization design in humanoid robot's product category in the NPD process was successfully profiled.

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# TABLE OF CONTENTS

	<b>Page</b>
<b>CONFIRMATION BY PANEL OF EXAMINERS</b>	<b>ii</b>
<b>AUTHOR'S DECLARATION</b>	<b>iii</b>
<b>ABSTRACT</b>	<b>iv</b>
<b>ACKNOWLEDGEMENT</b>	<b>v</b>
<b>TABLE OF CONTENTS</b>	<b>vi</b>
<b>LIST OF TABLES</b>	<b>ix</b>
<b>LIST OF FIGURES</b>	<b>x</b>
<b>LIST OF ABBREVIATIONS</b>	<b>xiii</b>
<b>CHAPTER 1 INTRODUCTION</b>	<b>14</b>
1.1 Research Background	14
1.2 Problem Statement	17
1.3 Objectives	18
1.4 Research Questions	19
1.5 Significance of Study	20
1.6 Scope and Limitation	20
1.7 Thesis Structure	21
<b>CHAPTER 2 LITERATURE REVIEW</b>	<b>23</b>
2.1 Introduction	23
2.2 New Product Development	24
2.2.1 Design Process	24
2.2.2 Industrial Designer	25
2.2.3 User Behaviour	26
2.3 Product Personalisation	27
2.3.1 Designer Way of Knowing	28
2.3.2 User Experience	29
2.3.3 User Experience Technology Driven Product	30
2.4 Social Products for Special Needs	31

2.4.1	Autism Spectrum Disorder Learning Abilities	32
2.4.2	Facial Expression Design	33
2.4.3	Product Interaction for Autistic Kids	35
2.4.4	Humanoid Robot Design for Autistic Kids	36
<b>CHAPTER 3 RESEARCH METHODOLOGY</b>		<b>43</b>
3.1	Introduction	43
3.2	The Development of a Conceptual Research Framework	43
3.2.1	Empirical Research Method	45
3.2.2	Profiling Designer's Design Thinking	46
3.3	Design Research Methodology	48
3.3.1	The Research Method	52
3.3.2	Rational to Approach the Method	53
3.3.3	Data Collection	55
3.3.4	Data Collection Research Sampling and Target Population	58
3.3.5	Observation Requirement and Capturing Data Strategy	59
3.3.6	Design Task and Instruments	60
3.4	Evaluation Result and the Implication	64
3.4.1	Understanding the User Needs	64
3.4.2	Design Meaning Implication	65
3.4.3	Product Behavior in Character Building	65
3.4.4	The Design Tasks	66
3.5	Pilot Study	68
3.6	Summary	70
<b>CHAPTER 4 RESULTS AND DISCUSSION</b>		<b>71</b>
4.1	Introduction	71
4.1.1	The Design Perception	72
4.1.2	The Design Tasks Design Abstraction from Data Collection	72
4.2	The Design Pattern	75
4.2.1	Abstraction Design Level	76
4.2.2	Intuitive Design from Abstraction Process	86
4.2.3	Emotion Design During Character Building	91