

AIBO Case Study Questions:

The AIBO has been mostly sold as a pet in Japan (with U.S. sales often being to researchers and universities). What physical or behavioral changes could be made to the design to make it more appealing to American consumers?

The working premise of their design is that the more complex the robot – physically and behaviorally – the more lifelike it will seem. Do you agree with this premise – why or why not? Does the information they collected via websites and user feedback agree with your assessment?