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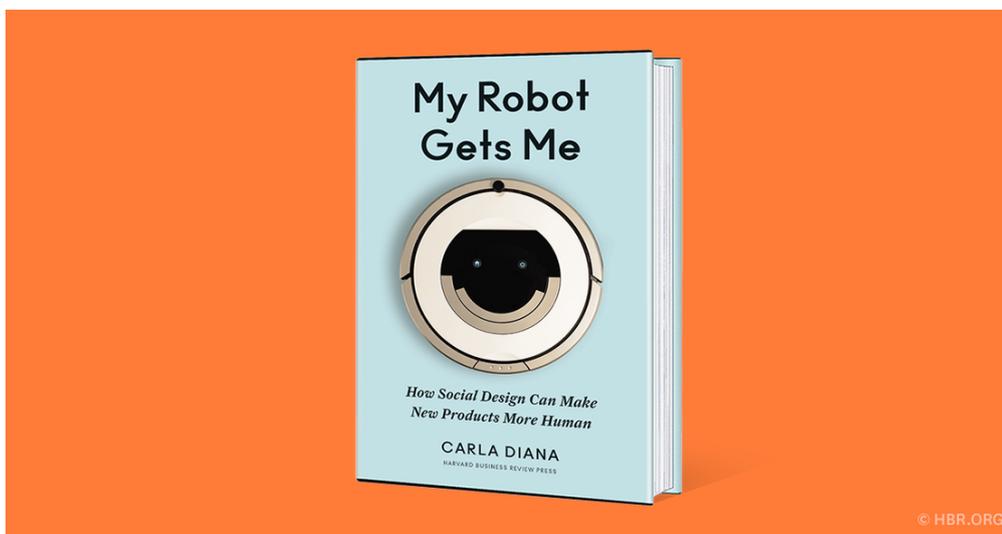
## My Robot Gets Me: Book Launch!

Hello, Yoichi!

I am beyond excited to share the news of my latest book project, *My Robot Gets Me: How Social Design Can Make New Products More Human*, published by Harvard Business Review Press and available today! This labor of love is a summary of my work over the last decade. It describes approaches for developing products that will interact with us in an intuitive way, taking cues from the field of social robotics and applying them to the details of everyday consumer products.

It's peppered with anecdotes from my experiences in designing, tinkering and working with some of the world best product development teams, as well as some great interviews with thoughtful folks from many aspects of product development.

There will be a virtual book launch event in the form of a salon with the fine folks at Smart Design on April 13 at 5 PM. [Registration is open now.](#)



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The book has been getting great reviews so far, and the following blurbs appear on the back cover:

"When it comes to shaping our robotic, 'smart object' future with new and thoughtful approaches to design, Carla Diana delivers in *My Robot Gets Me*, approaching the subject with both practical and emotional expertise, blending high-level analysis with useful examples. There's no better guide to what comes next—and how to get there." — **Rob Walker, author, *The Art of Noticing***

"You're not crazy if you treat your Roomba like a family member or routinely chastise Alexa. As Carla Diana masterfully demonstrates in *My Robot Gets Me*, when our social dynamic with technology is more in harmony with our human emotions, we form a deeper relationship with the product. Anyone involved in creating new products should embrace Diana's expert guidance on how to design with human-centric purpose and create products intimately responsive to our very human needs." — **J. Kelly Hoey, author, *Build Your Dream Network***

"Carla Diana gets to the heart of the symbiotic relationship we have with many of the 'smart' products we depend upon—which for a long time might have seemed weird when they were inanimate, but now, due to new technologies, they're becoming increasingly alive. As someone who's long had deep affection and respect for the many well-designed products in our environment, I can't help the sense that 'this books gets me.'" — **John Maeda, technologist; author, *How to Speak Machine*; and Chief Customer Experience Officer, Everbridge**

"Carla Diana has always brought a different perspective to the world of technology and product design—and finally the world has caught up with her. Her unique insights into our personal relationships with digital products are deeply relevant (and resonant), whether we're designers or not. *My Robot Gets Me* is essential reading for anyone curious about why they feel compelled to say thank you to Alexa or why their smartphones make them feel so stupid." — **Robert Fabricant, cofounder, Dalberg Design; coauthor, *User Friendly***

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and share the book. And please join us for the virtual salon on April 13!

In the meantime, let me know if it sparks any new ideas for collaboration. I would love to hear from you!

Cheers!

## Carla



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