

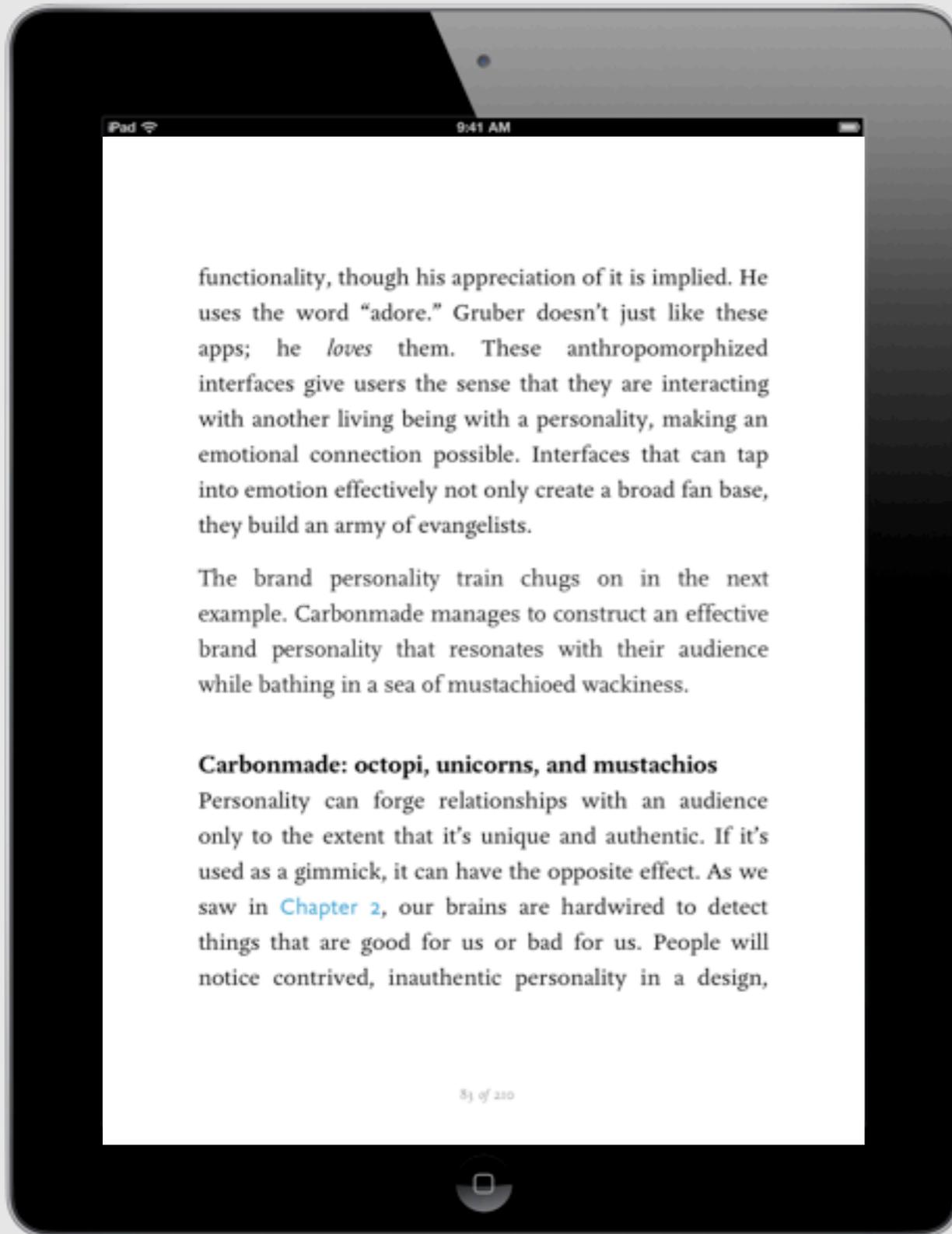
# Books have a big future

and hello, my name is  
**Henrik**





**Readmill**

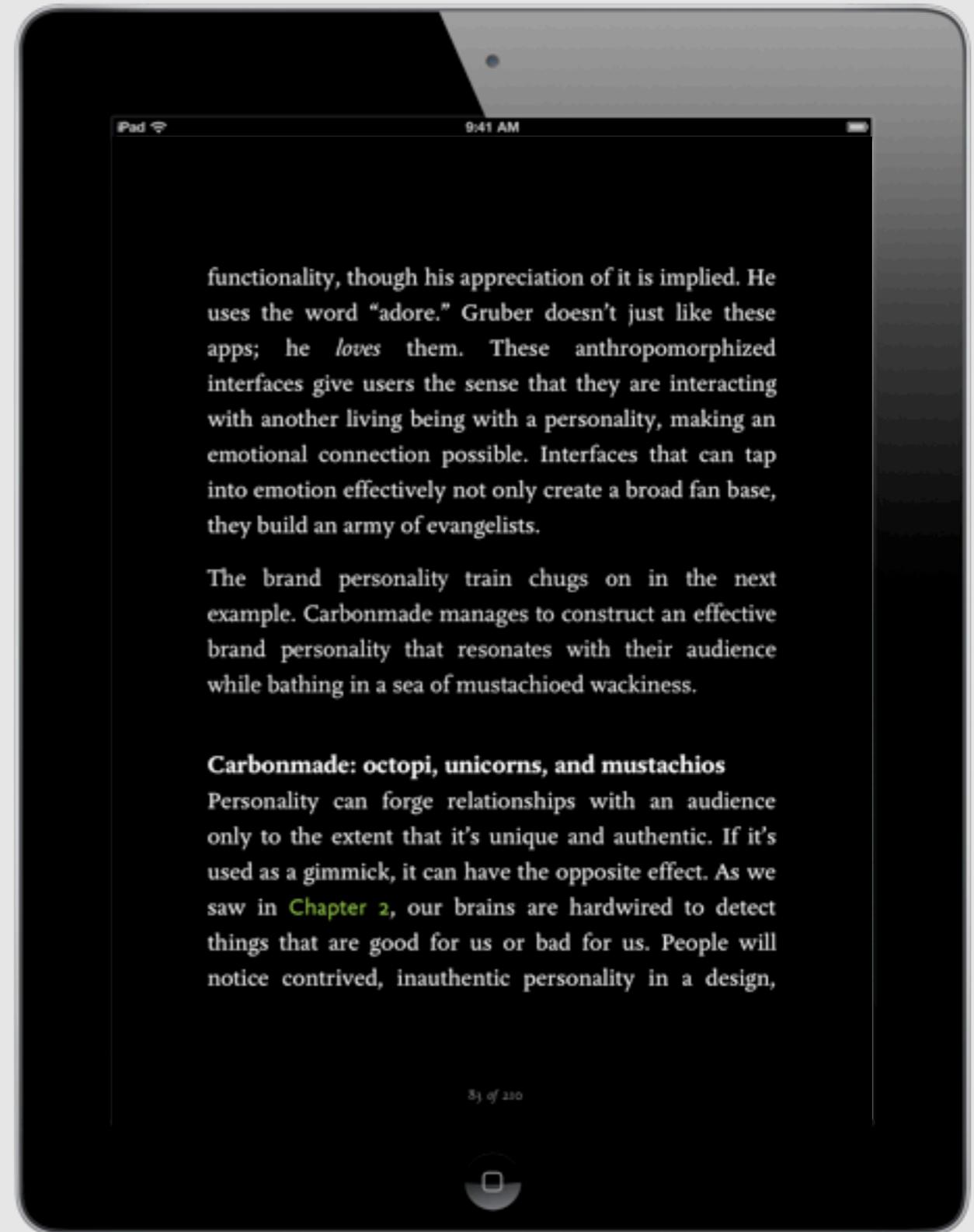


functionality, though his appreciation of it is implied. He uses the word “adore.” Gruber doesn’t just like these apps; he *loves* them. These anthropomorphized interfaces give users the sense that they are interacting with another living being with a personality, making an emotional connection possible. Interfaces that can tap into emotion effectively not only create a broad fan base, they build an army of evangelists.

The brand personality train chugs on in the next example. Carbonmade manages to construct an effective brand personality that resonates with their audience while bathing in a sea of mustachioed wackiness.

#### **Carbonmade: octopi, unicorns, and mustachios**

Personality can forge relationships with an audience only to the extent that it’s unique and authentic. If it’s used as a gimmick, it can have the opposite effect. As we saw in [Chapter 2](#), our brains are hardwired to detect things that are good for us or bad for us. People will notice contrived, inauthentic personality in a design,



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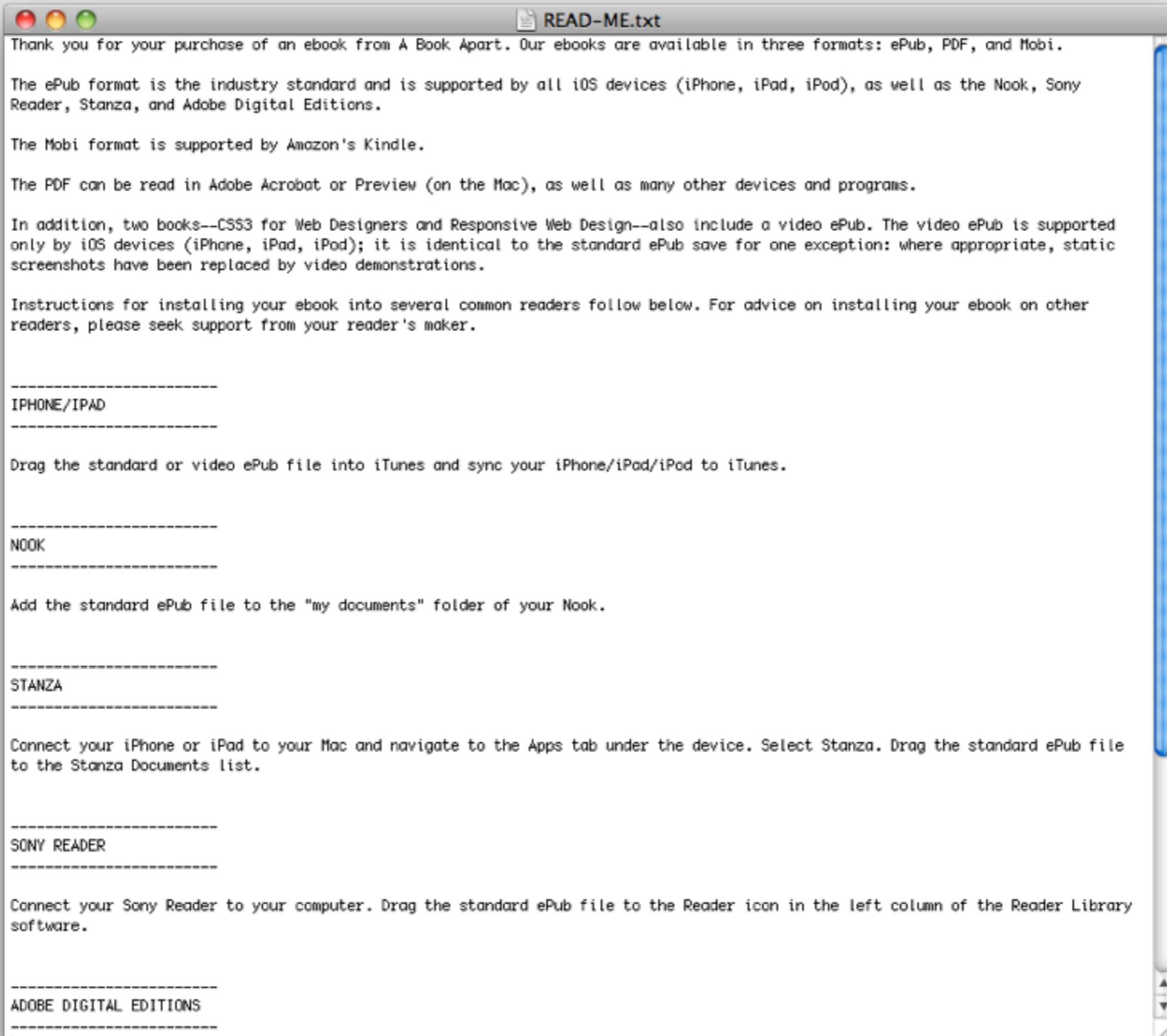
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