Collective   Onboarding   **Habits**

Desk Research

Habit-building

Create a routine

1

Start at small and manageable goals

2

Make it enjoyable

4

Incentives

3

Google Assistant ✖ **SCAD**pro

This document contains Google confidential information

Collective   Onboarding   **Habits**
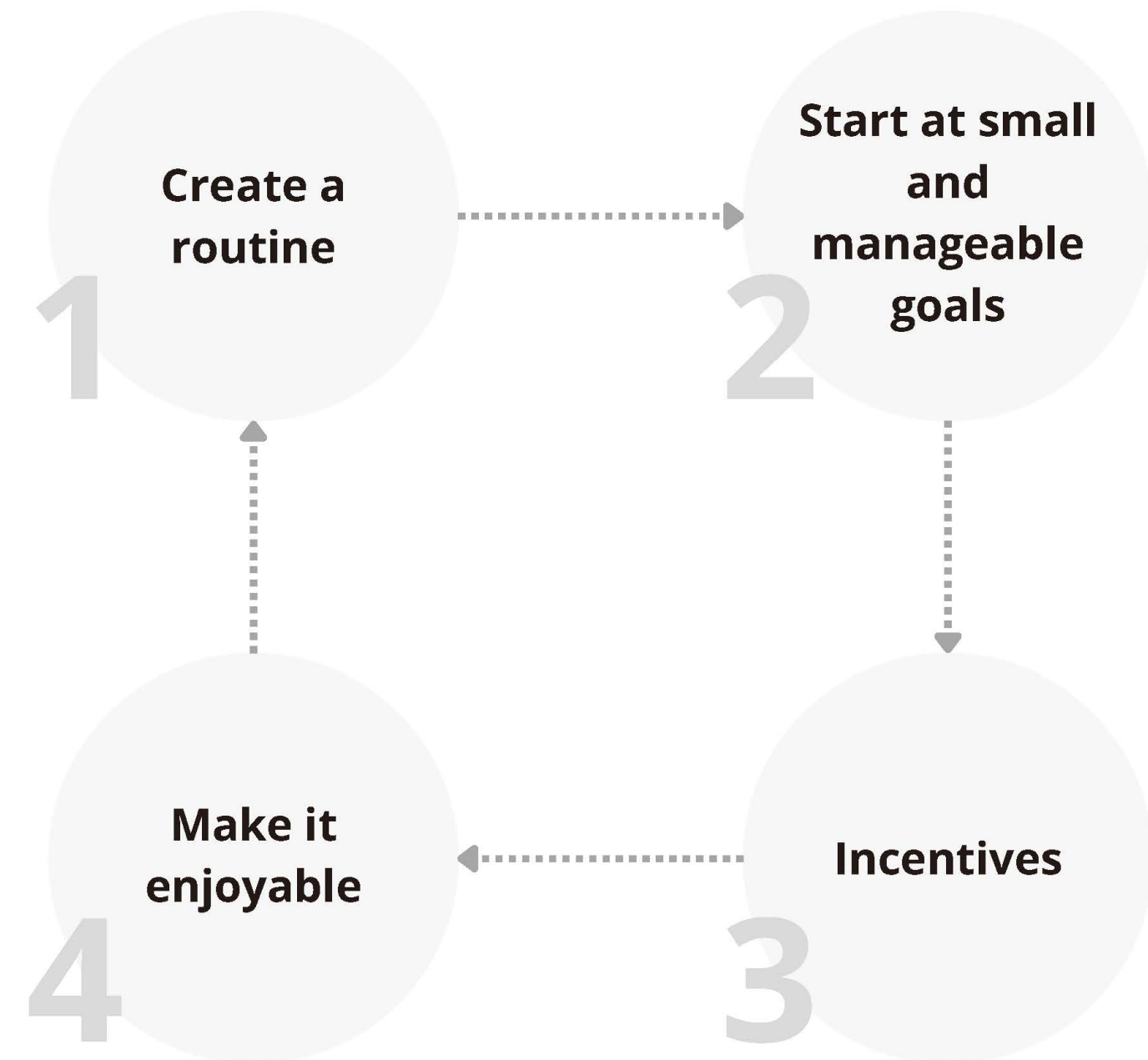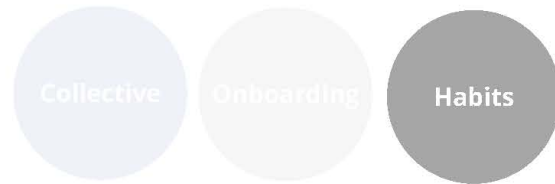
Desk Research

→ **Interaction**

Work

Interaction

Tool   **Human**
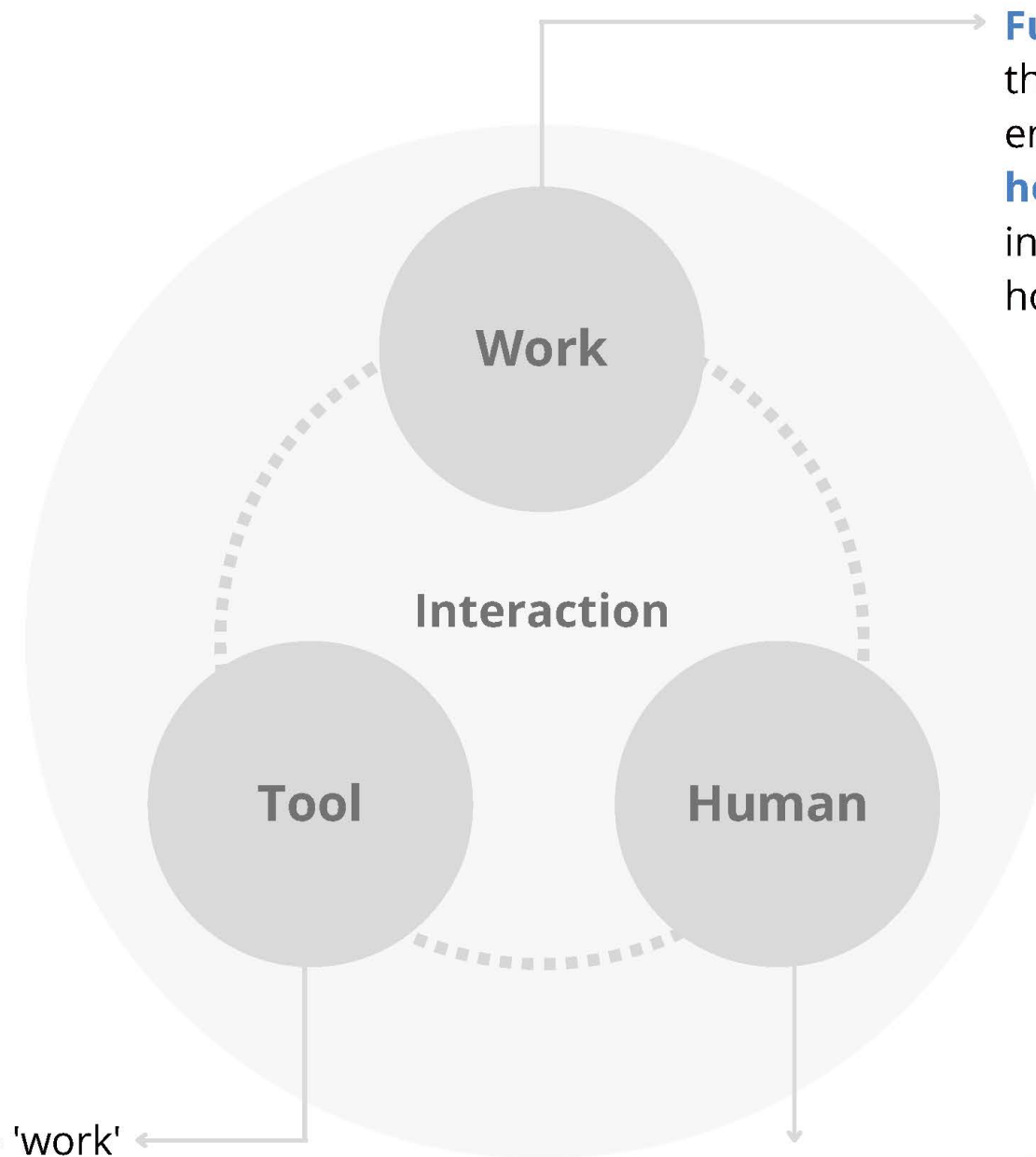
Future home: a multidimensional center that combines living, relaxation, entertainment, and work. The definition of **home** and **human needs** will become more inclusive, and the type of work we do at home will also shift.

IOT (multiterminal as tools to 'work' in the home environment), **AI** will work as string to connect terminals.
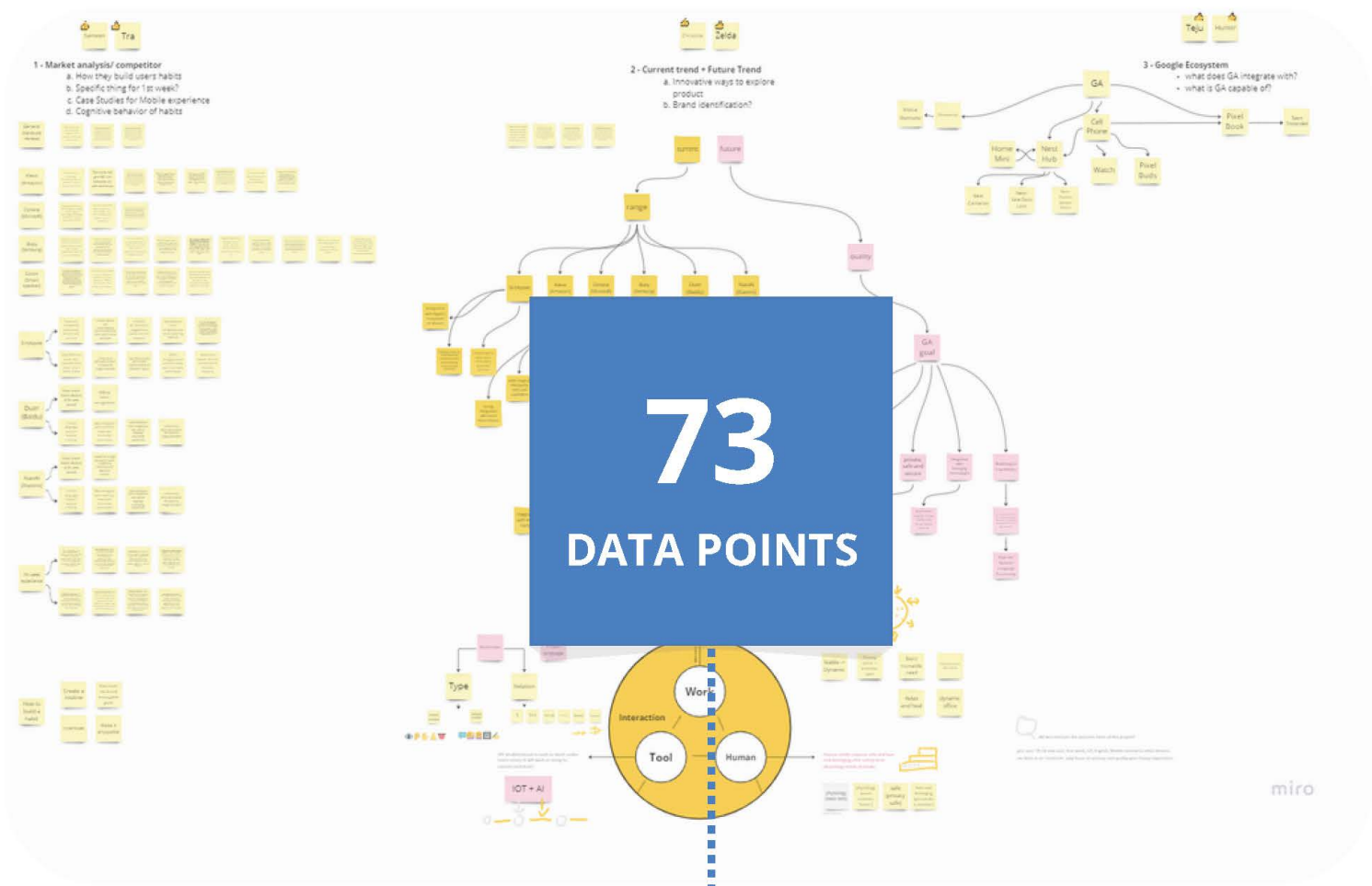
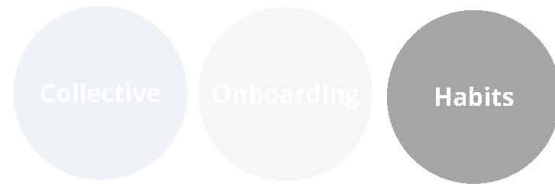**Human needs** require more after basic physiology needs are satisfied.

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┈┈> **Affinitization**

73
DATA POINTS

18
CLUSTERS

Market Research - Competitors

1st Week Experience

Alexa (Amazon)	Alexa's connection to Amazon offers the most **seamless shopping experience.**	Siri: Alexa is compatible with 7,400 brands and counting — contrast that with Google Assistant's roughly 1,000 and Siri's 10-on.	Siri(Apple)	**Seamless integration** with Apple devices and services
Cortana (Microsoft)	**Most available and accessible.** It can run all the Windows 10 operating system, such as PCs, laptops, tablets, smartphones, Xbox live gaming consoles and some smart speakers.		Duer (Baidu)	Offer **more tailored experiences** with greater linguistic or cultural relevance for Chinese User
Bixby (Samsung)	Sonos (Smart speaker)	And the voice, based on actor Giancarlo Esposito, **sounds pleasant, lifelike, and warmer** than other voice helpers.	XiaoAI (Xiaomi)	Offer **more tailored experiences** with greater linguistic or cultural relevance for Chinese User

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Desk Research

Affinitization

Market Analysis

Competitor Analysis

Baidu Duer

Apple Siri

Xiaomi XiaoAI

Sonos Smart Speaker

a. How they build user habits
b. The first week of use
c. Case studies for mobile experience
d. Cognitive habit behavior

Amazon Alexa

Samsung Bixby

Microsoft Cortana

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Collective Onboarding **Habits**

Competitor Analysis

Desk Research

Market Analysis

Alexa's connection to Amazon offers the most seamless shopping experience.

Amazon Alexa

Most available and accessible. It runs on Windows 10, gaming consoles, and smart speakers.

Microsoft Cortana

It tends to be better at phone-related tasks (changing settings, optimization).

Samsung Bixby

The voice, based on actor Giancarlo Esposito, sounds pleasant, lifelike, and warmer than other assistants.

Sonos Smart Speaker

Seamless integration with Apple devices and understands the most languages.
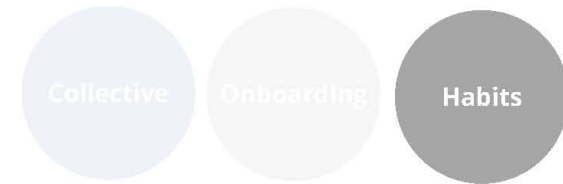
Apple Siri

Offers offline voice recognition features and is tailored to Chinese users.

Baidu Duer

Offers tailored experiences with greater linguistic or cultural relevance for Chinese users.

Xiaomi XiaoAI

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Affinitization

1st Week Experience

Competitor Pros

User Onboarding

Siri, XiaoAI, and Duer offer better onboarding experiences for new users, such as clear tutorials or walkthroughs of key features.

Personalization

Competitors may have better algorithms for understanding and adapting to users' preferences and behaviors from the onset, leading to a more personalized experience.
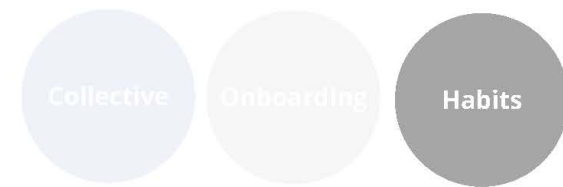
Localization

For users in certain regions or language groups, Siri, XiaoAI, and Duer offer more tailored experiences with greater linguistic or cultural relevance.

Integration with Native Apps

Integration with native apps: If a user is already using an Apple or Xiaomi device, Siri or XiaoAI may have better integration with native apps and services.

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Collective   Onboarding   **Habits**

Competitor Cons

Desk Research

Affinitization

1st Week Experience

Limited Ecosystem

Siri, XiaoAI, and Duer may not have as extensive an ecosystem of third-party apps and services, which can limit their usefulness for some users.

Technical Glitches

As with any new product or service, there may be more technical glitches or bugs in the first week of use, which could frustrate users.

Privacy Concerns

Users who are more concerned with privacy and data protection may be hesitant to switch to a different virtual assistant, especially if it is associated with a particular company.

Learning Curve

Even if Siri, XiaoAI, and Duer have better onboarding experiences, some users may still find it more difficult to learn new behaviors and commands.

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