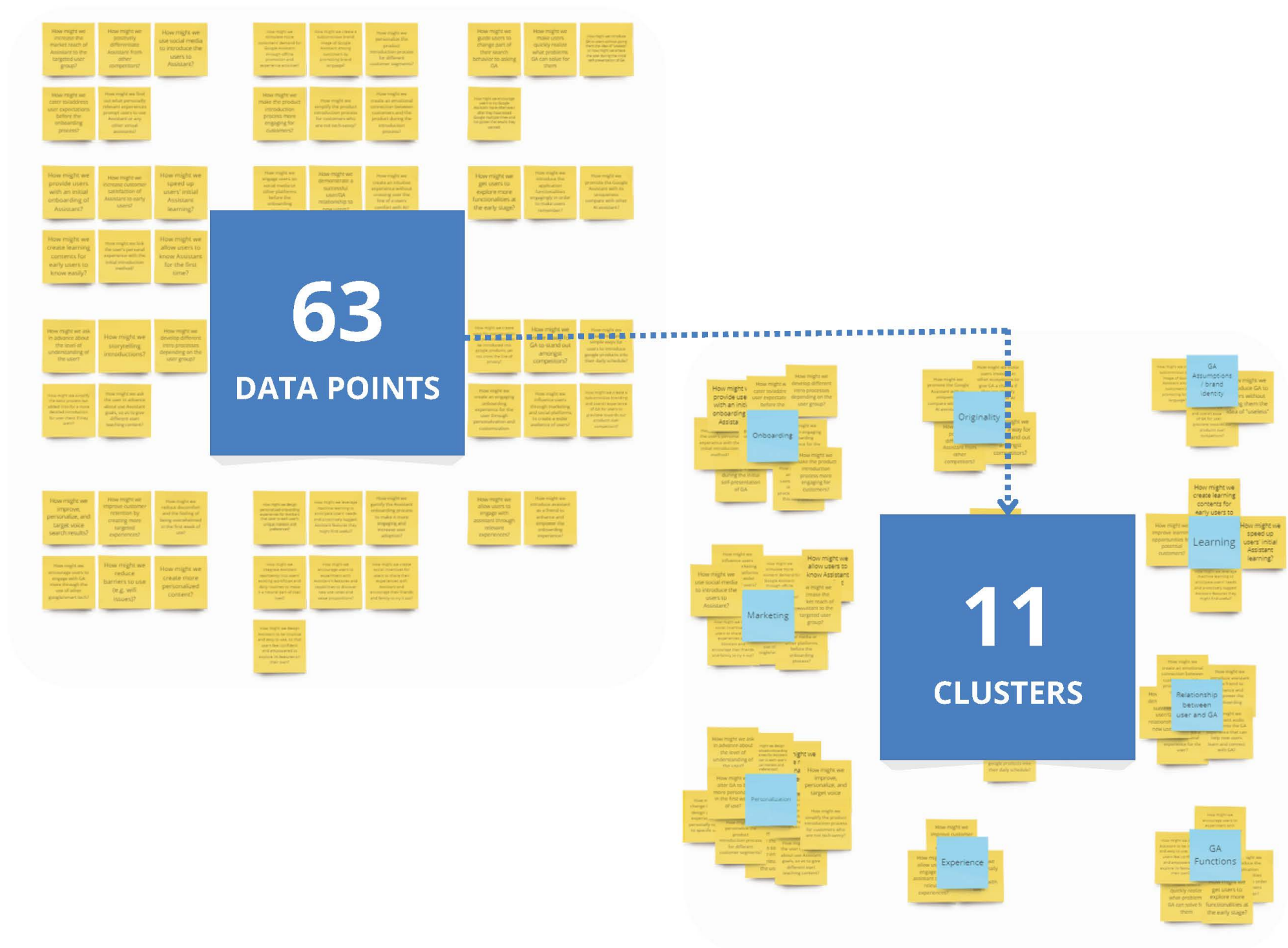


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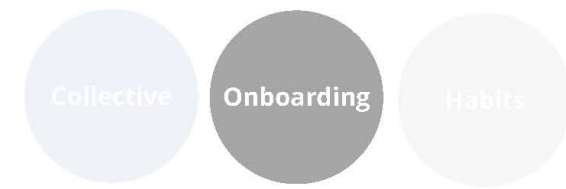


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How Might We



Team:



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How Might We/s



Opportunity Areas



Team:



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Affinitization



Team:



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→ Affinitization

↓
Findings

Google Assistant Usage Patterns



Users don't use productivity tools through Google Assistant. Instead, they access productivity tools on laptops or desktops, but voice assistant productivity features remain underutilized.

Virtual Assistants in General



Over 25% of the global online population use voice search on mobile devices, but 59% of 18-24-year olds use voice assistants at least once a day.

Competitors



Siri is most popular among adult Gen Z (60%). Alexa is most popular in the 65+ age group. Google Assistant doesn't lead in any age group but has a good amount of users across the board.

Learning/Training



Video is the most popular learning tool that Gen Z utilizes. This includes guided voice commands, feedback on pronunciation, and improvement suggestions for voice recognition.

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↓
Findings

Data Privacy and Security



Inherent to the usability of voice assistants is that they get to know the user, which leads to privacy issues. However, Google is limiting third-party compatibility to control security and privacy.

Gen Z Needs



Gen Z is used to customization in tech and will choose a brand that offers customization options. Gen Z's learning style prioritizes connection and sharing.

Onboarding Process



Personalized onboarding could include interactive tutorials, personalized recommendations, and tips based on the user's interests and preferences.

Personalization and Gamification



People prefer gamified personalization in order to keep them engaged and want to continue the setup. Users also spend more time with a product when the experience is personalized.

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→ Affinitization

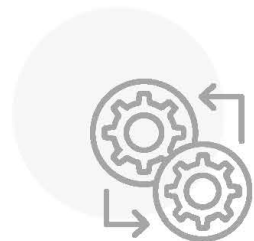
↓
Findings

Method of Interaction via Voice



Interactive Voice Responses (IVRs) are automated phone systems that can interact with users via voice commands without having to speak to an agent.

Bard



There is a possibility of integrating Bard into Google Assistant to increase the accuracy of answers.

Adaptability



The youngest consumers (18-24-year olds) are adopting voice technology at a faster rate than older demographics. AI needs to better learn and adapt to the changing needs of consumers.