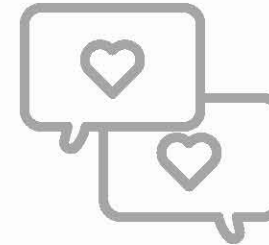


Team:



Habits



Personalized Daily Interactions

Concepting

Selected Themes

Personalized Daily Interactions

- **Customized avatar** help users learn and explore Google Assistant.
- Google Assistant could have **personalities** and change its **mood** depending on different situations.
- There could be personalized Google Assistant **prompts or slang words**.
- Google Assistant could include more **cheerful words and voices**.

Team:



Concepting



Selected Themes



Personalized Daily Interactions



We Believe/We Know

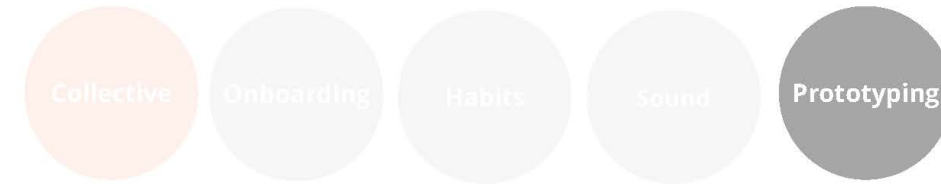
● We Believe

We believe that personalizing daily interaction with Google Assistant through **comedic and helpful responses** when unable to perform a task will **enhance the relationship and build trust** in Google Assistant for new users in the age group of 18-24-year-olds.

● We Know

We know that this is true if we see an **increase in comfort and confidence** when using Google Assistant.

Team:

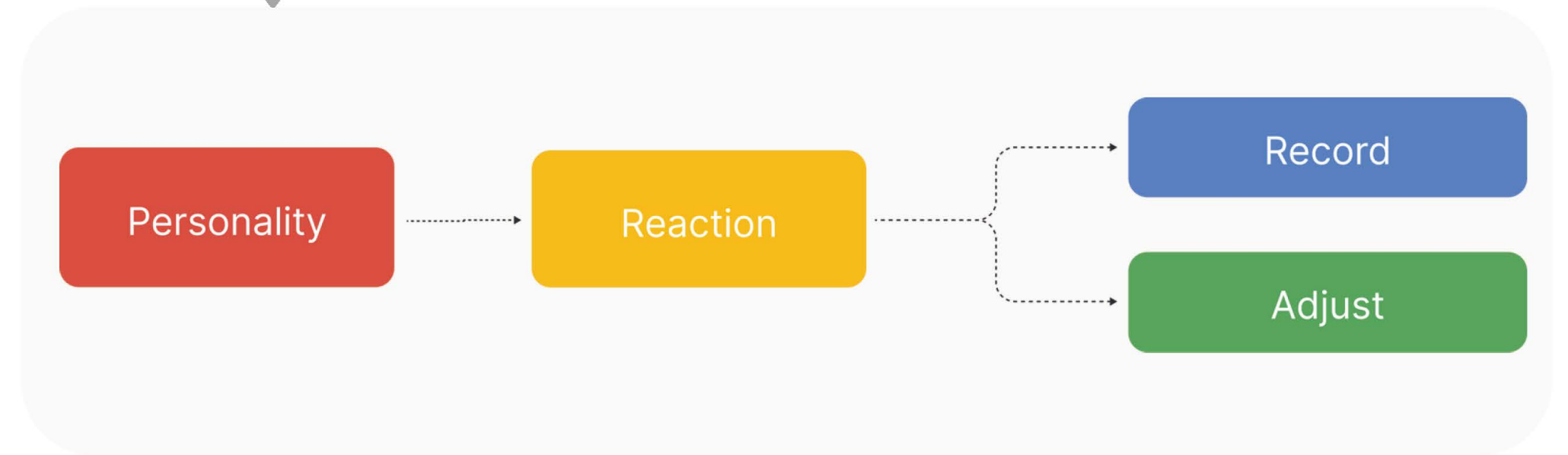


Concepting

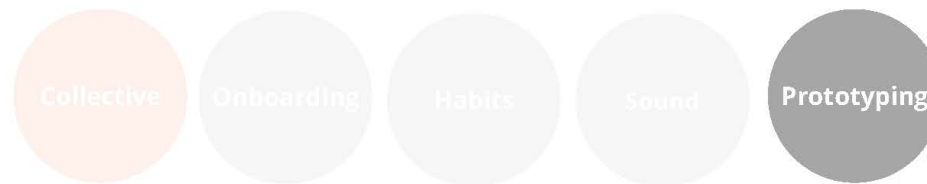
Selected Themes

Personalized Daily Interactions

Information Architecture



Team:

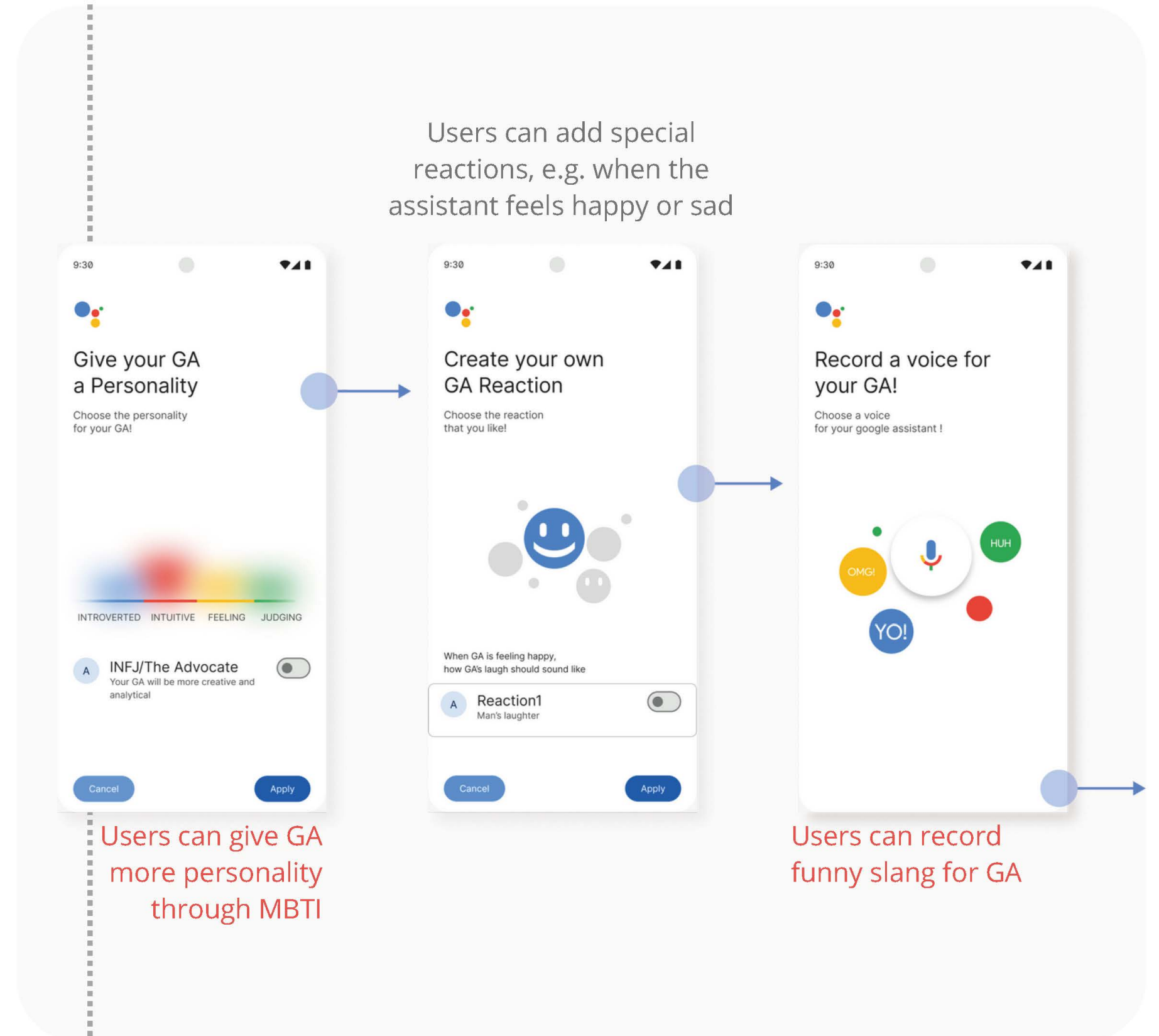


Concepting

Selected Themes

Personalized Daily Interactions

Wireframes



Team:



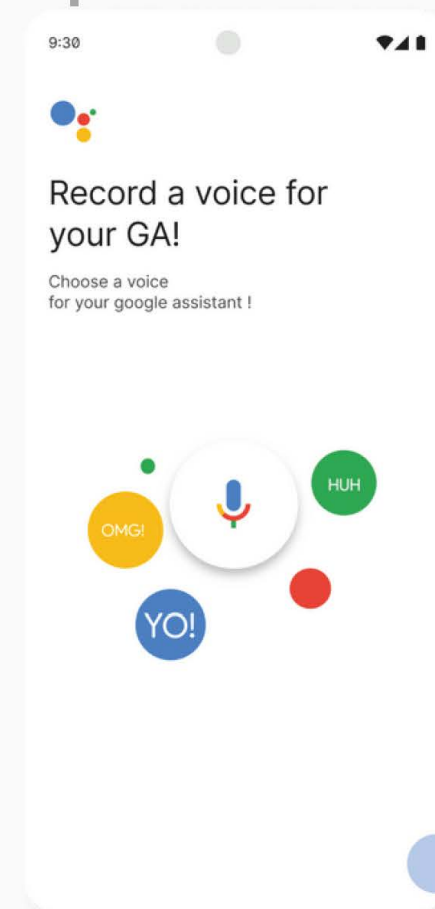
Concepting

Selected Themes

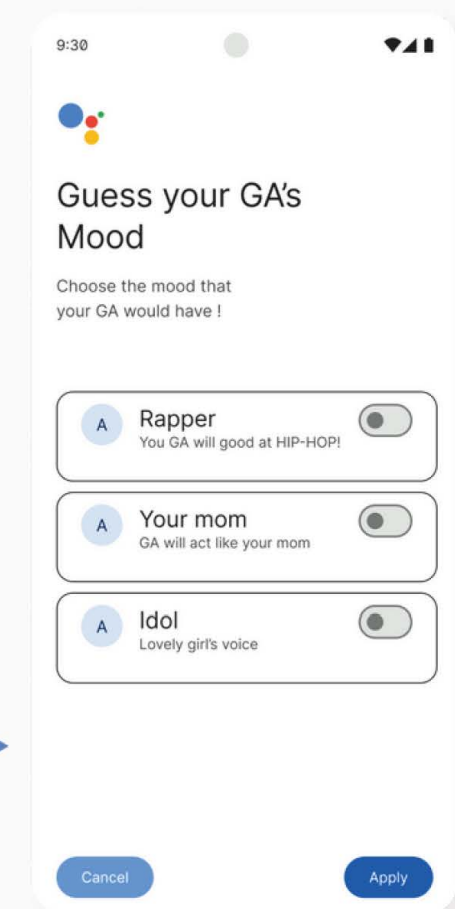
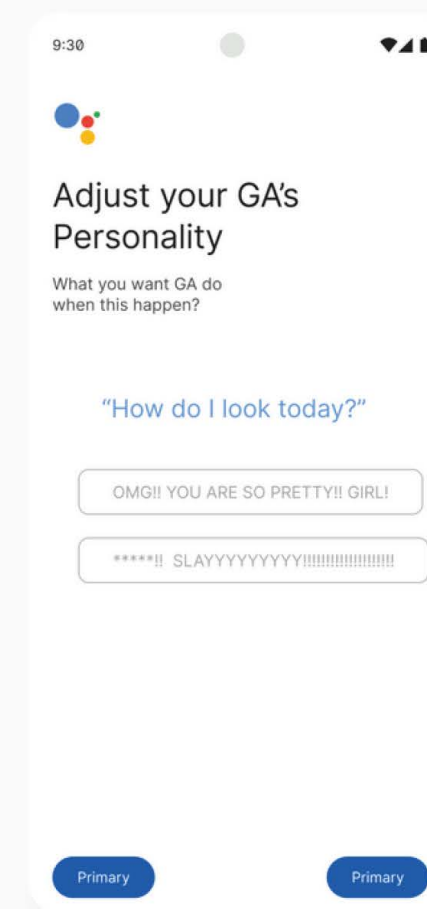
Personalized Daily Interactions

Wireframes

After setting up the personality, users answer questions to adjust the GA's personality to the their needs



Users can record funny slang for GA



Users can set a different mood for GA