

Team:



Primary Research

Consent Form

Consent Form

I voluntarily agree to participate in an interview/inquiry performed by students at the Savannah College of Art and Design. I understand that this interview/inquiry is being conducted by _____, in order to identify the following opportunities for design: (Yes/No)_

I understand that the evaluation methods may include:

1. recorded (audio, video and/or photography) observations
2. my completion of an evaluation questionnaire(s) and/or
3. my participation in a 30–60 minute interview

I grant permission for the interview/inquiry to be recorded and transcribed, and to be used only by the Savannah College of Art and Design for analysis of interview data. I grant permission for this data—generated from the above methods—to be used in an educational setting.

I understand that any identifiable information in regard to my name and/or company name **will be removed** from any material that is made available to those not directly involved in this study.

Interviewee: _____ (Printed Name Signature)

_____ (Hand-writing Signature)

Date:

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Discussion Guide

● Introduction (5 minutes)

The interviewer will introduce themselves and explain the purpose of the interview.

The participant will introduce themselves and provide some background information about their experience with technology.

The interviewer will thank the participant for their time.

● Current Use of Voice Assistants (10 minutes)

The interviewer will ask the participant if they have ever used a voice assistant before.

If they have, the interviewer will ask them to describe their experience and what they liked or disliked about it.

If they haven't, the interviewer will ask them if they have any preconceptions or concerns about using voice assistants.

● Introducing Google Assistant (10 minutes)

The interviewer will explain what Google Assistant is and how it works.

The interviewer will ask the participant how they would feel about using Google Assistant and if they have any questions about it.

The interviewer will ask the participant to describe a scenario where they might use Google Assistant in their daily life.

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Discussion Guide

● Personally Relevant Experiences (20 minutes)

The interviewer will explain that the prompt for the interview is about introducing users to Google Assistant through personally relevant experiences.

The interviewer will ask the participant to describe a specific task or activity that they struggle with or find time-consuming in their daily life.

The interviewer will ask the participant how they currently manage this task or activity and if they think Google Assistant could help them in any way.

The interviewer will ask the participant to brainstorm ways that Google Assistant could assist them with this task or activity, and what kind of features or functionalities they would need.

● Early Introduction to Google Assistant (20 minutes)

The interviewer will ask the participant how they think Google Assistant could be introduced to them in an early and personally relevant way.

The interviewer will ask the participant to describe an experience they would find personally engaging and memorable that would help them to learn how to use Google Assistant.

The interviewer will ask the participant to provide feedback on different ideas for introducing Google Assistant early through personally relevant experiences.

● Closing (5 minutes)

The interviewer will ask the participant if they have any final questions or feedback about Google Assistant.

The interviewer will thank the participant for their time and participation in the interview.

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Have used
voice
assistants

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Affinitization

258
DATA POINTS

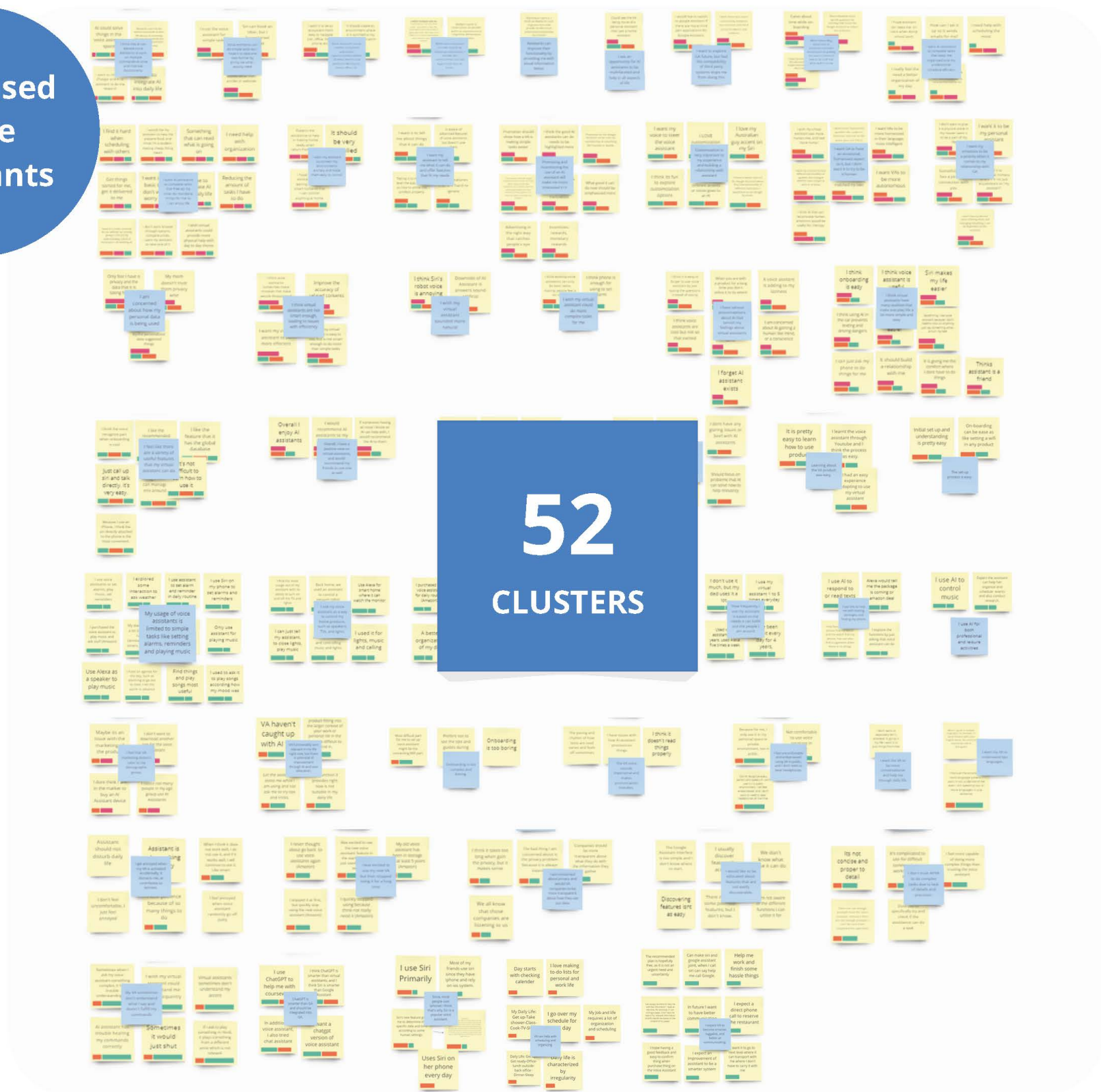
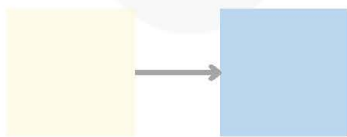
Team:



Have used
voice
assistants

Primary Research

→ Affinitization



Collective Onboarding Habits Sound

Affinitization



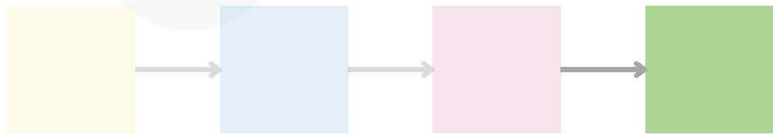
Have used voice assistants

Team:



Primary Research

→ Affinitization



Team:



Primary Research

→ Affinitization

Have NOT used voice assistants

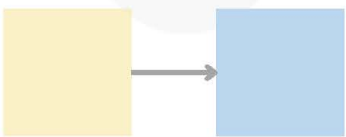
41
DATA POINTS

Team:



Primary Research

Affinitization



Have NOT
used voice
assistants

10
CLUSTERS

Team:

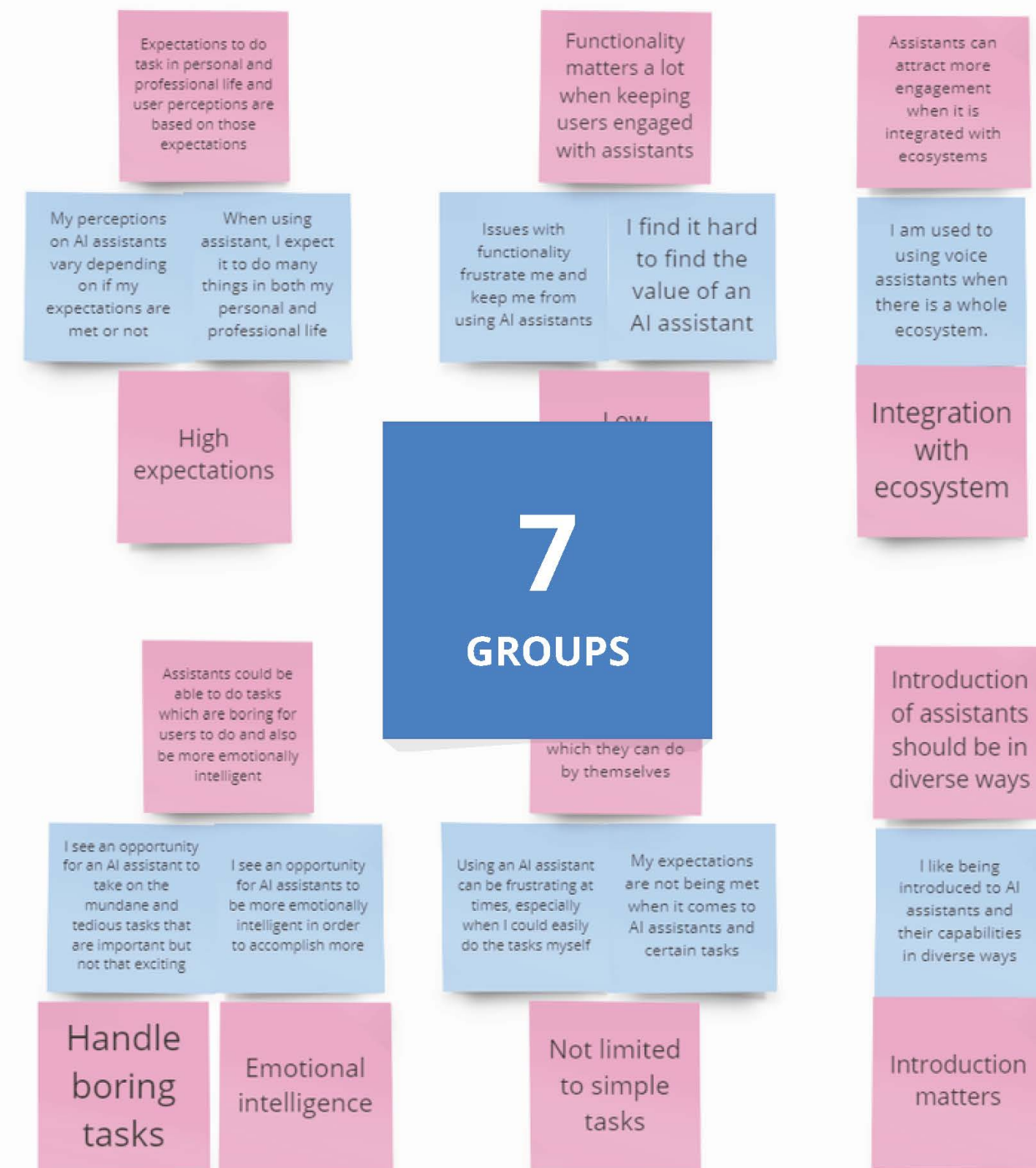


Primary Research

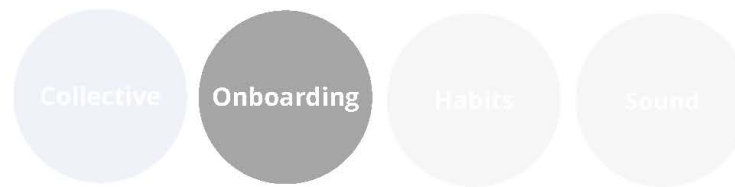
→ Affinitization



Have NOT used voice assistants



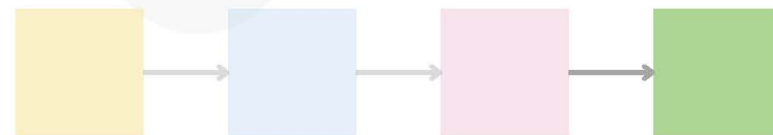
Team:



Have NOT
used voice
assistants

Primary Research

→ Affinitization



Product
Onboarding

Introduction
matters

Task
Delegation

Handle

intelligence

Not limited
to simple
tasks

User
Adoption

High
expectations

Low current
functionality

Integration
with
ecosystem

3

THEMES