

Team:



Onboarding



Product promotion

Concepting

Selected Themes

Product Promotion

- Enhance the **in-store experience** by training sales reps and adding interactive elements to better promote Google Assistant.
- Extend the **onboarding experience** to the product promotion stage by enhancing the in-store experience.
- Collaborate with **influencers** to promote what Google Assistant can do for them.
- Short **weekly promo videos** about new features and functions for users to explore.

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Concepting

Selected Themes

Product Promotion

We Believe/We Know

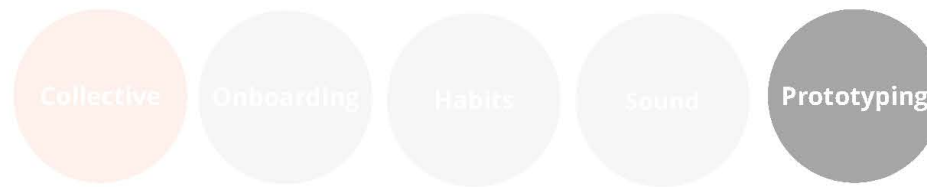
● We Believe

We believe that with the help of **social media and influencers**, we can promote Google Assistant as a **management tool** for everyday life that is integrated into the Google ecosystem. We aim to encourage first-time Gen-Z users aged 18-24 to incorporate Google Assistant into their **lifestyle**.

● We Know

We know that this is true if product promotion on social media increases the number of users who **complete the onboarding** experience, and if we see a higher level of **satisfaction and engagement**.

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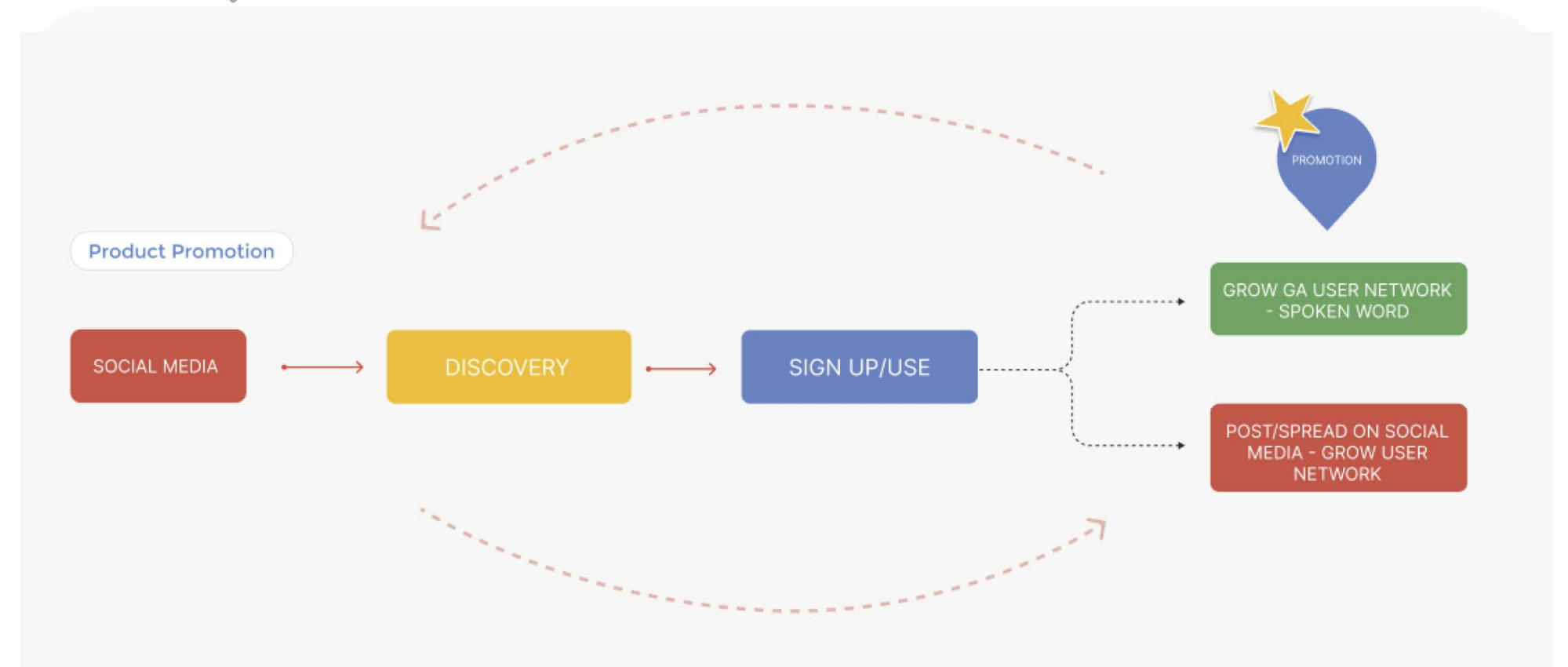


Concepting

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Product Promotion

Information Architecture



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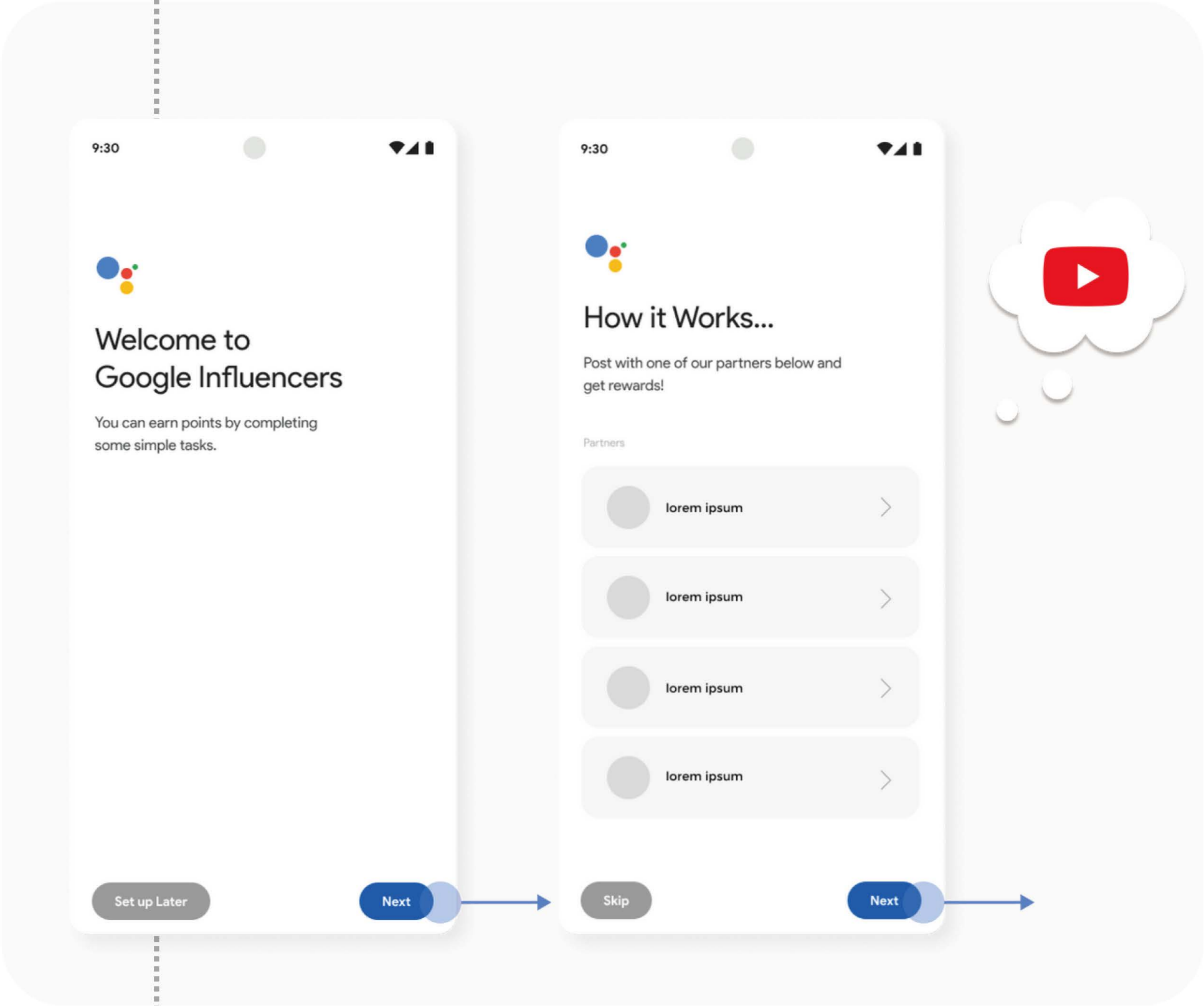


Concepting

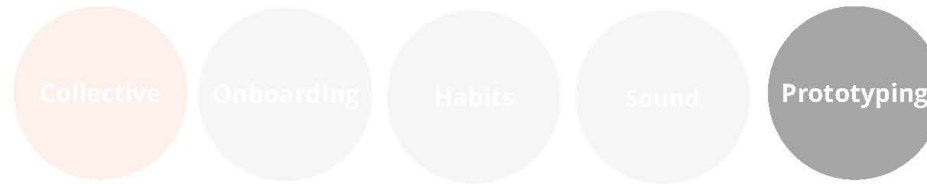
Selected Themes

Product Promotion

Wireframes



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Concepting

Selected Themes

Product Promotion

Wireframes

