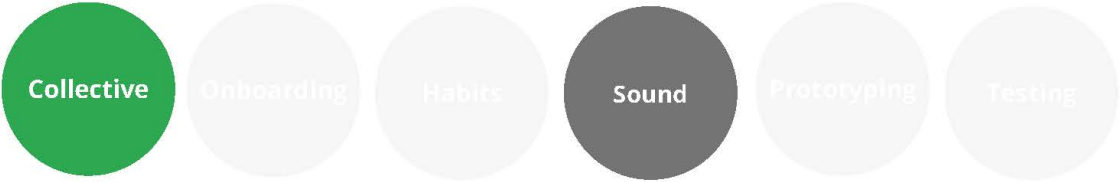


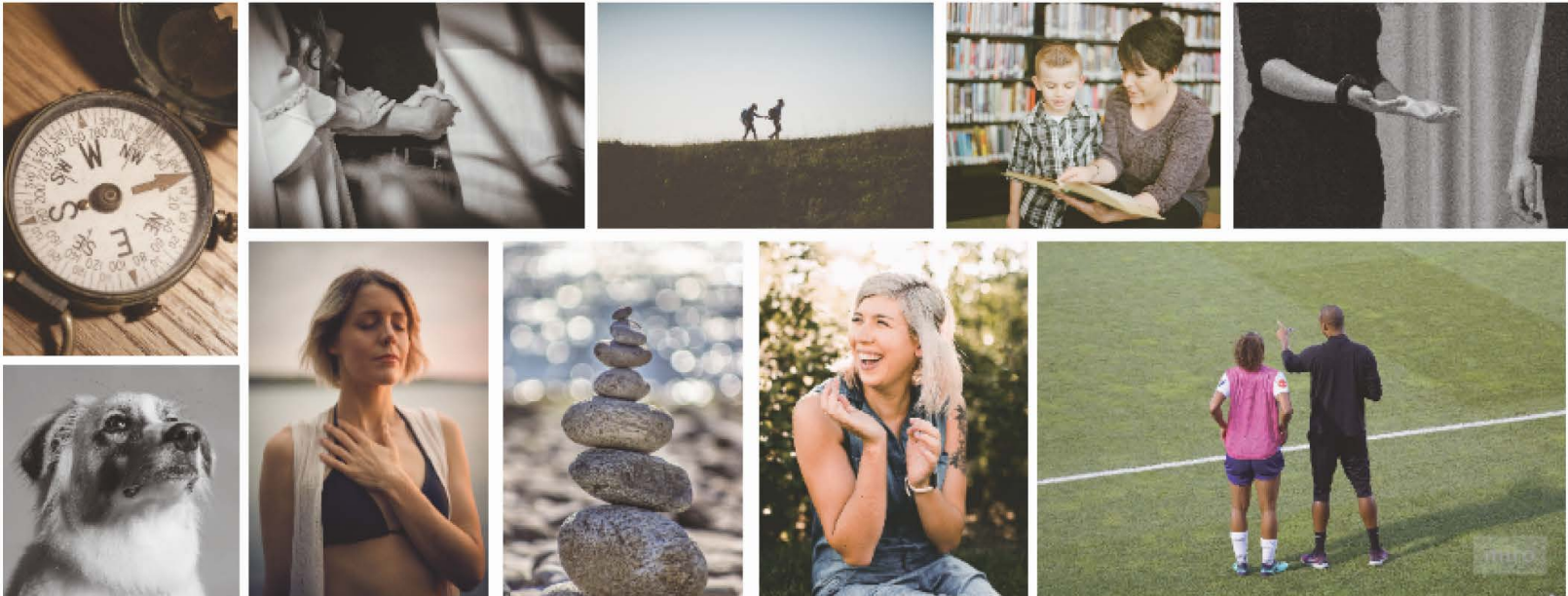
Team:



Concept Identity

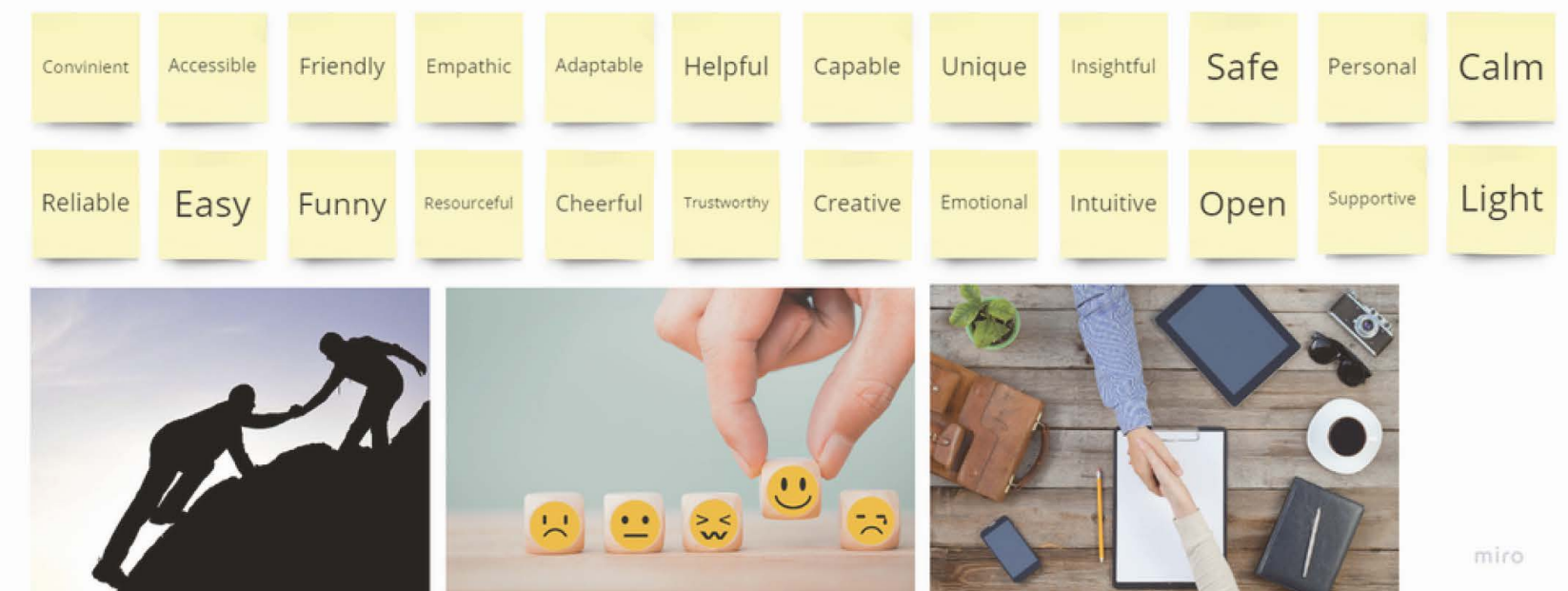
└───> Brainstorm

		Allegiant		
Constant	Devoted	True	Reliable	Facilitator
Loyal	Unwavering	Faithful	Honest	Coach
Confiding	Staunch	Resolute	Steady	Sincere



Collective Onboarding Habits **Sound** Prototyping Testing

Concept Identity

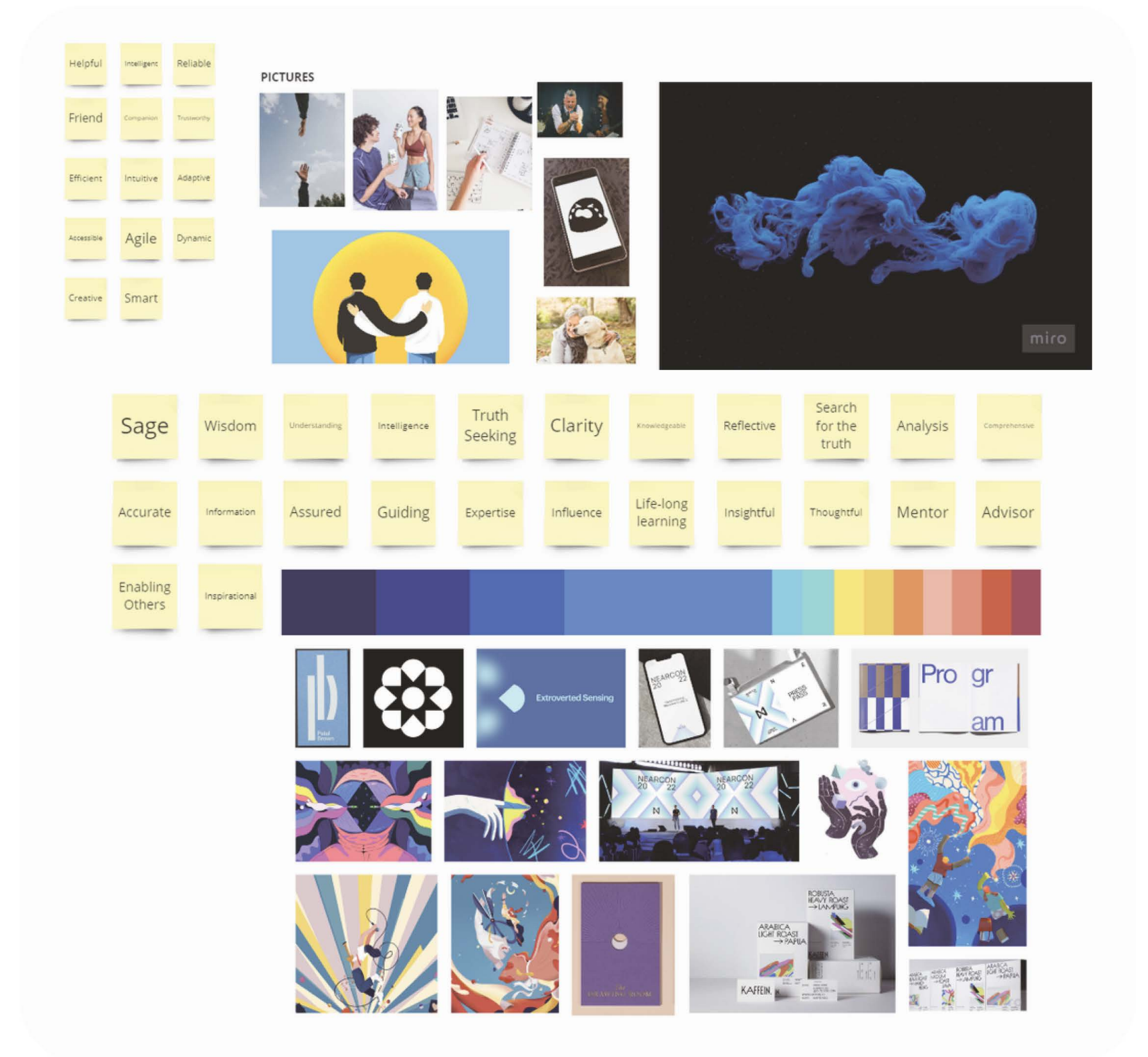


Team:



Concept Identity

.....→ Brainstorm

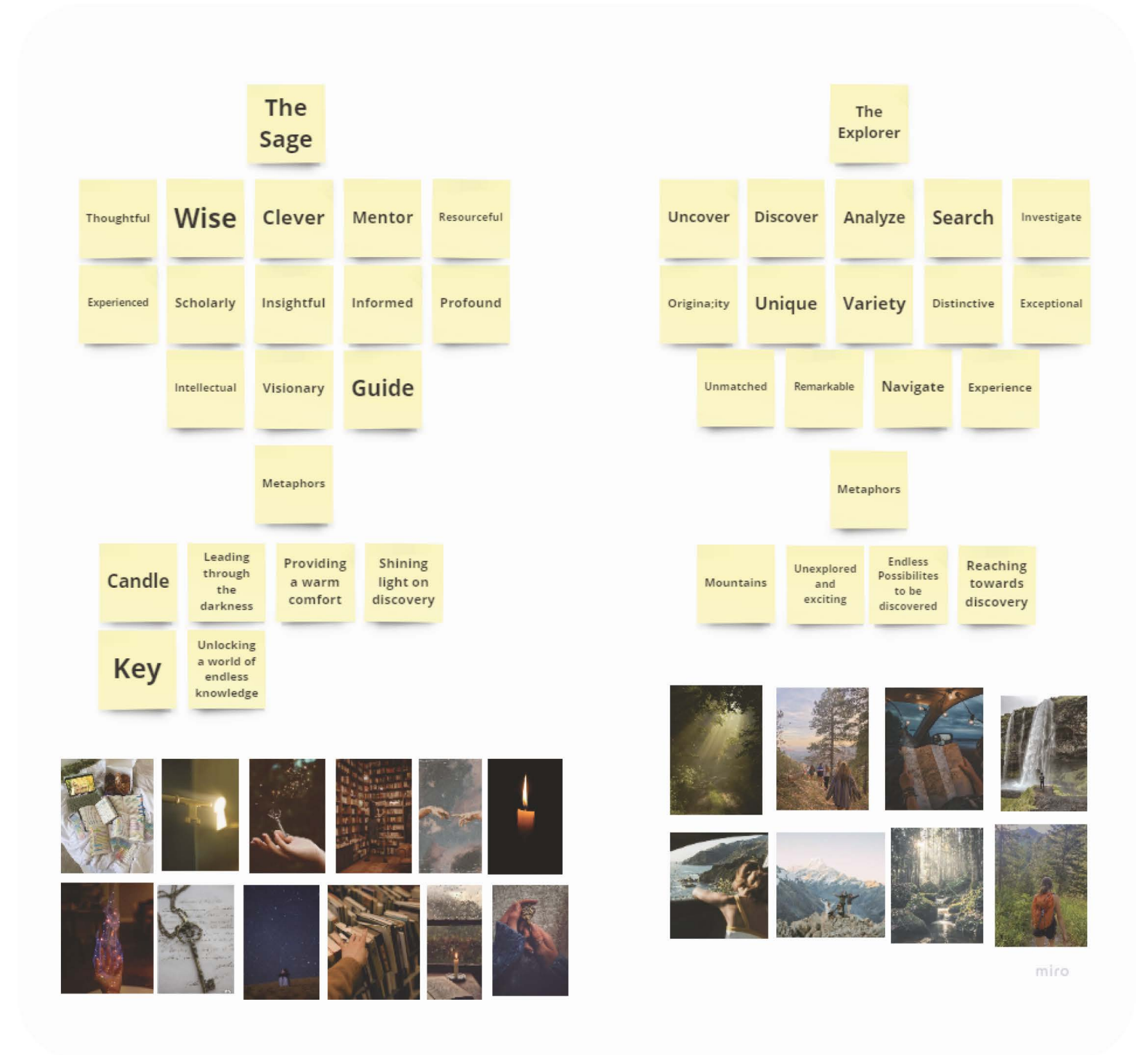


Team:

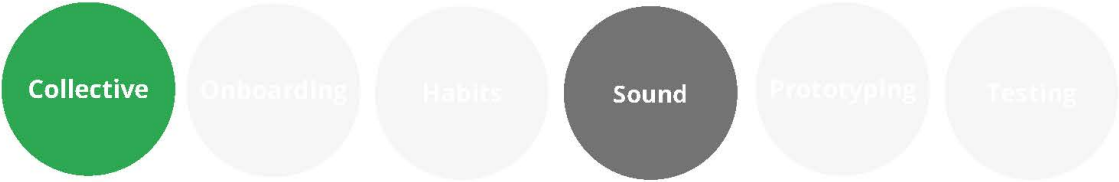


Concept Identity

→ Brainstorm



Team:



Concept Identity

Options

- Supportive
- Involved
- Guidable
- Trustworthy



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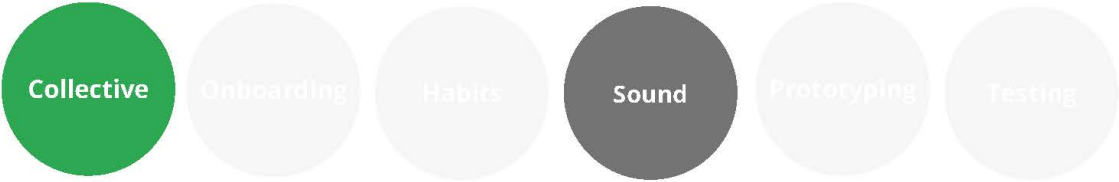
The Mentor

Mentors are teachers and guides that help others achieve tranquility and balance through knowledge and understanding. With almost the entirety of human knowledge at its fingertips, Google Assistant is a guide and mentor that helps users navigate through uncertain territory and complete their goals.



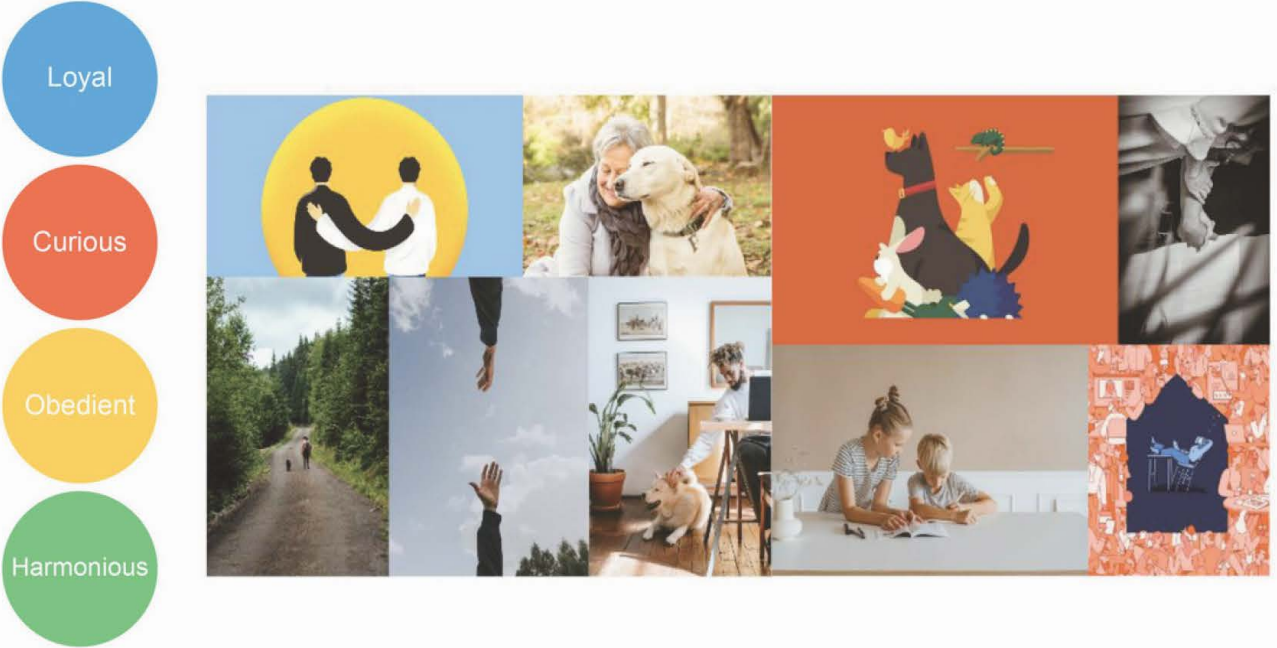
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Team:



Concept Identity

Options



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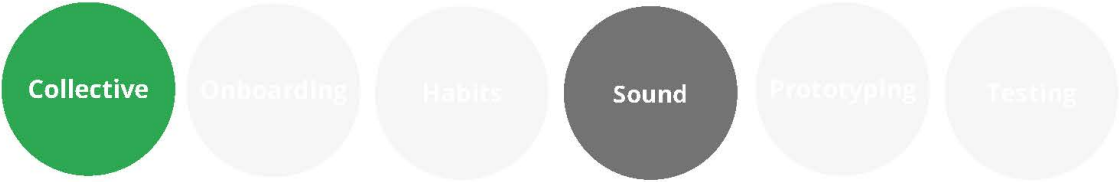
The Companion

Dogs are unwavering loyal companions. They grow and learn with their humans while teaching them valuable lessons. A dog will stand by their people no matter what, they guide the way, and provide comfort and companionship.



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Team:



Concept Identity

Options

- Innovative
- Logical
- Progressive
- Responsive



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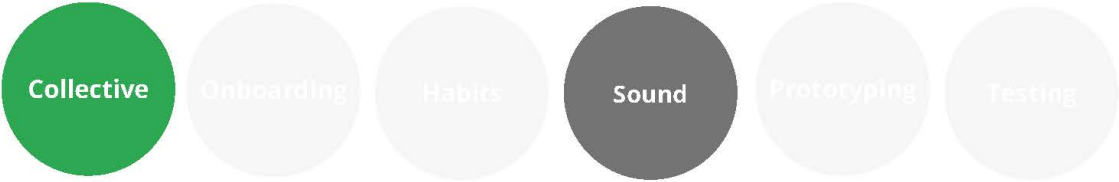
The Nexus

The Nexus is at the forefront of technological advancement. It has no issue completing tasks for the user, always keeping a professional demeanor - maybe with a whimsical joke here or there. Google Assistant is a powerful tool with nearly limitless potential, as it empowers users and helps them accomplish their tasks with speed and precision.



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Team:



Concept Identity

Options

Enabling

Supportive

Assuring

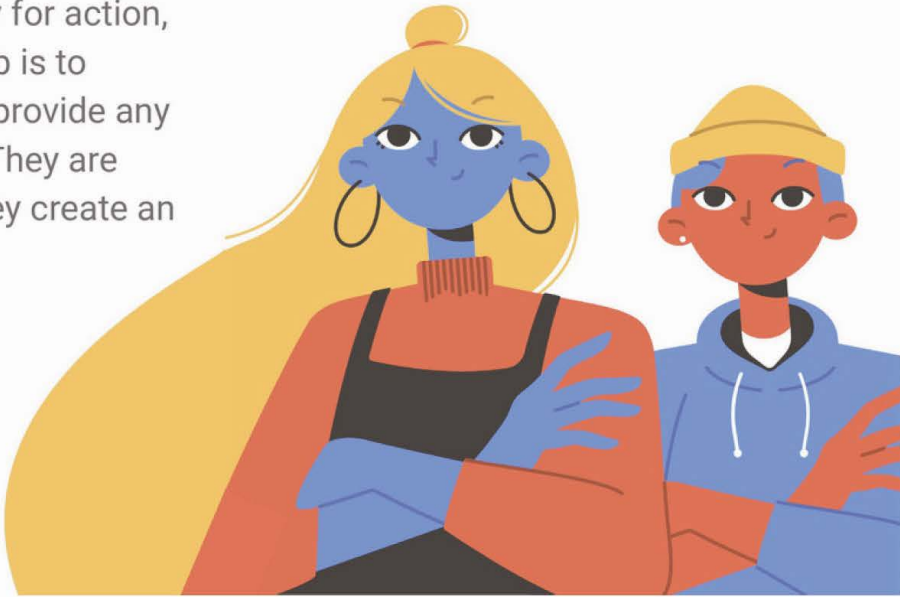
Elevating



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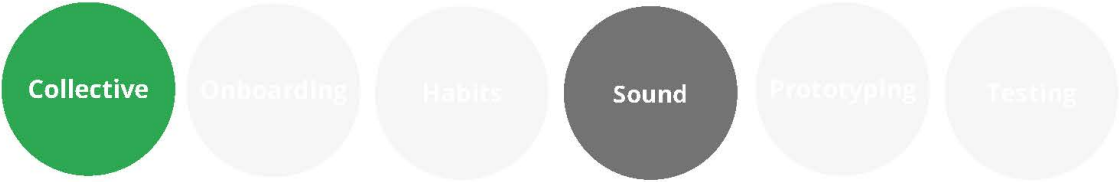
The Sidekick

The Sidekick is always ready for action, but knows that their main job is to support the hero. Sidekicks provide any assistance the hero needs. They are mighty, but with the hero, they create an unstoppable team.



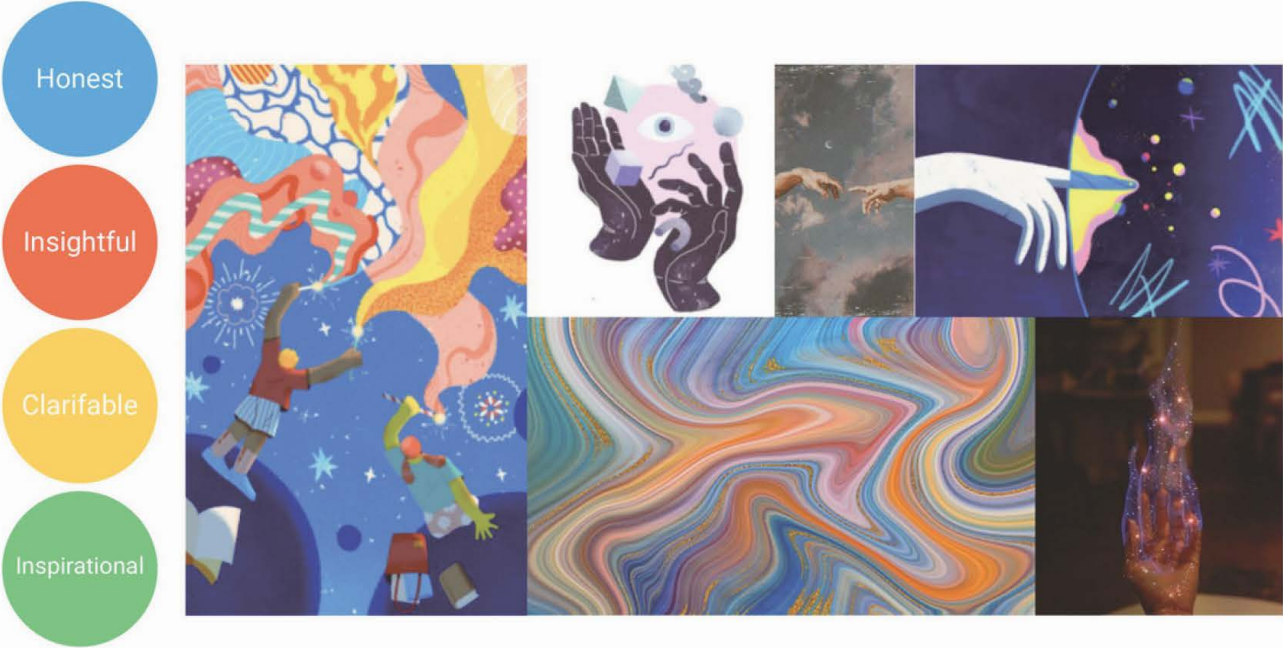
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Team:



Concept Identity

Options



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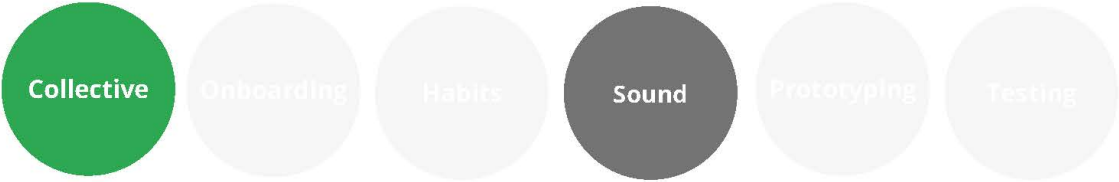
The Oracle

The Oracle is omniscient, yet eager to guide and teach others. It is powerful and able to relate to and empathize with humans.



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Team:



Concept Identity

Options

- Resourceful
- Thoughtful
- Scholarly
- Informed



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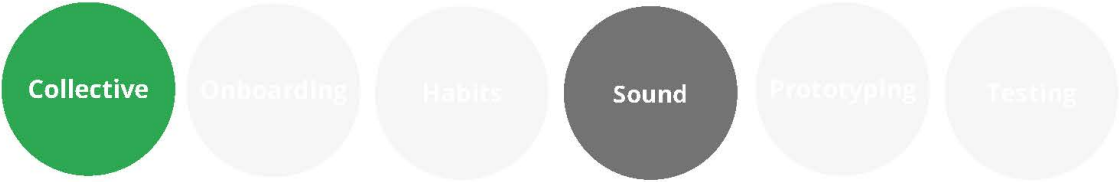
The Librarian

The Librarian holds the key to knowledge. They procure information and are eager to share and teach others everything they know.



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Team:



Concept Identity

Options

Finalized Identity



What is a Sidekick?

A sidekick is a subordinate or **supporting** character who **assists the main character in their quest**.

Our users feel distracted, overwhelmed, and stressed. The sidekick (aka Google Assistant), is supportive, reliable, trusted, and knowledgeable.

The sidekick helps users regain their focus on adaptability, resilience, and resourcefulness.



Team:



Concept Identity

Options

Finalized Identity

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