



Google Assistant

× **SCAD**pro

Final Presentation





Welcome to...

Google Assistant

× SCADpro

Before we get into
today's presentation,
let us introduce ourselves...

Diverse × Motivated × Innovative

8

Different
Countries

11 | Different Majors



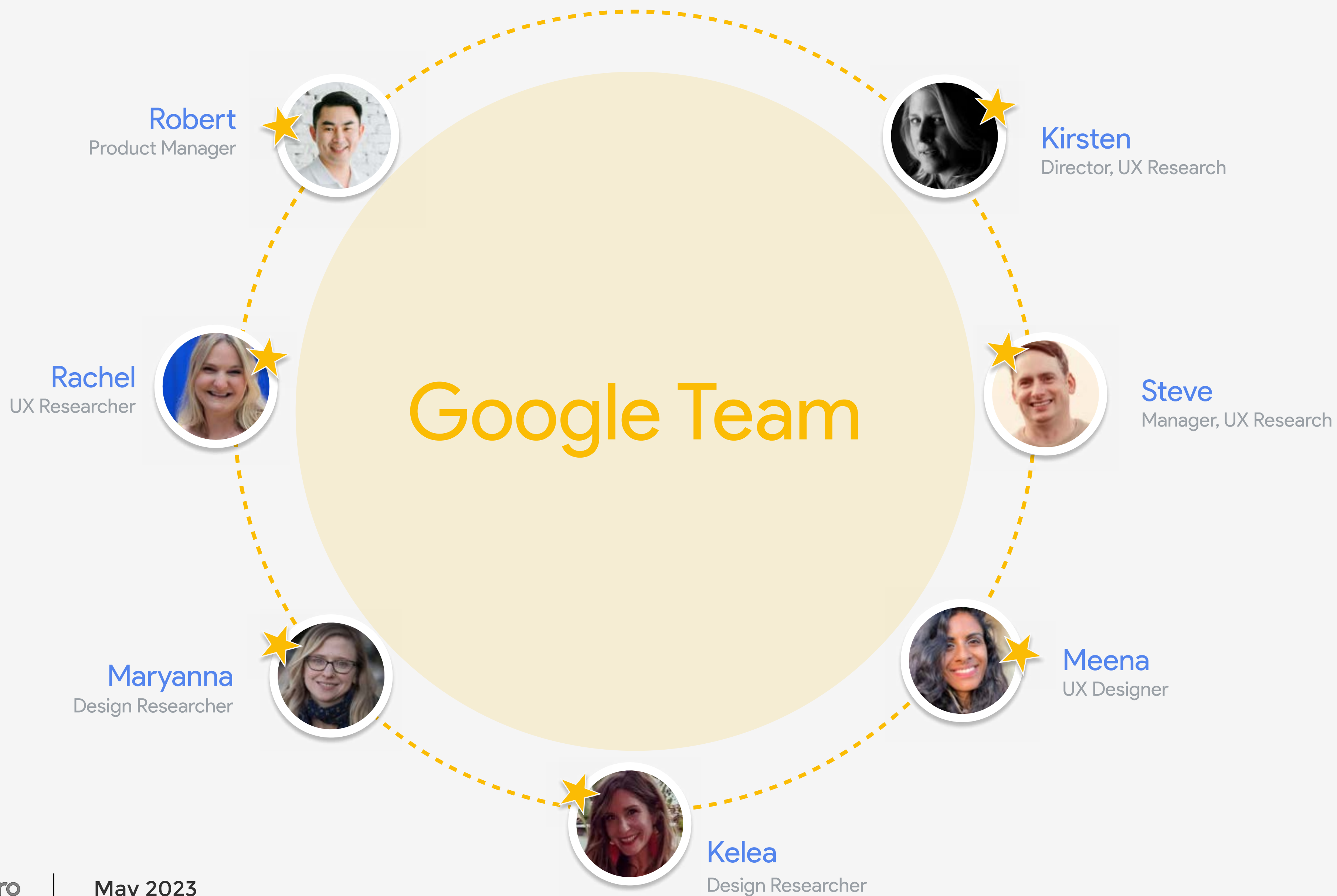
24 | Creative Brains

1 | Incredible Team



10 Weeks Total

Google Team



01 User
Intro

02 Research

03 Concepts

04 Discussion
Panel

Intro

Our Challenge

The Challenge

Google Prompt

The Challenge

[Google Prompt](#)

To [increase engagement](#) and [reduce churn](#) among users of Google Assistant, [understand how consumers discover](#) and react to digital assistants, and explore product ideas that [enliven and ease](#) a consumer's [first week](#) learning about and using Assistant.

1

How might we **introduce** users to Assistant early through personally relevant experiences?

2

How might we **help users build habits** with Google Assistant to increase engagement?

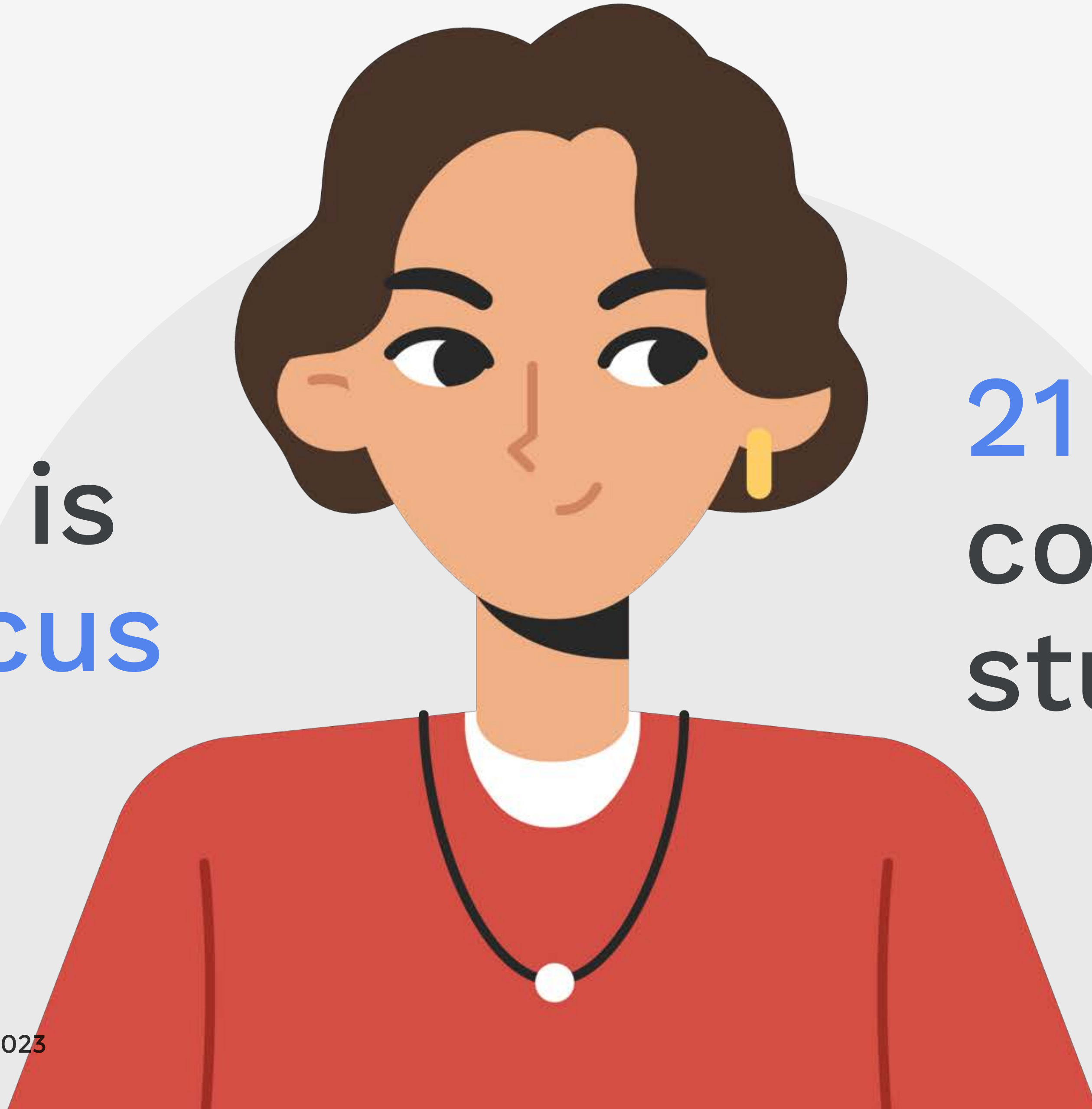
Hey Google, what are our **How Might We** statements?

We would like to introduce
you to one of **our users...**

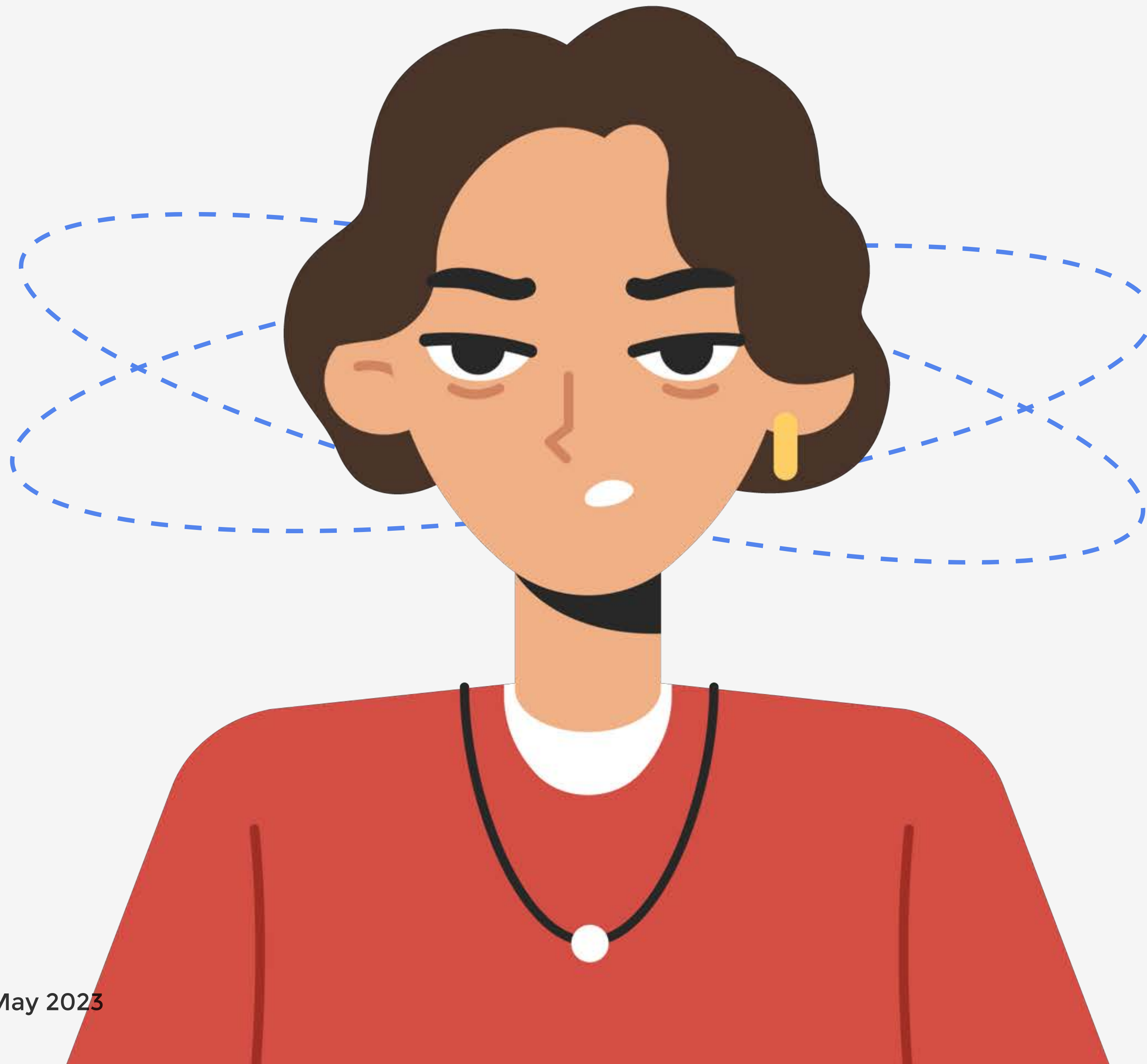
This is Marcus



This is
Marcus



21 y/o
college
student







“

I am struggling
day-to-day.

“ Before the pandemic, I had all these goals and aspirations...”



“
The pandemic took
away my first two years
of college.”

A person is sitting at a desk, using a laptop and a smartphone. The laptop screen displays a Facebook profile for Austin Distel. The quote "Social media consumes my day-to-day life." is overlaid on the laptop screen in white text. The background is a warm, orange-toned setting.

“
Social media consumes
my day-to-day life.”



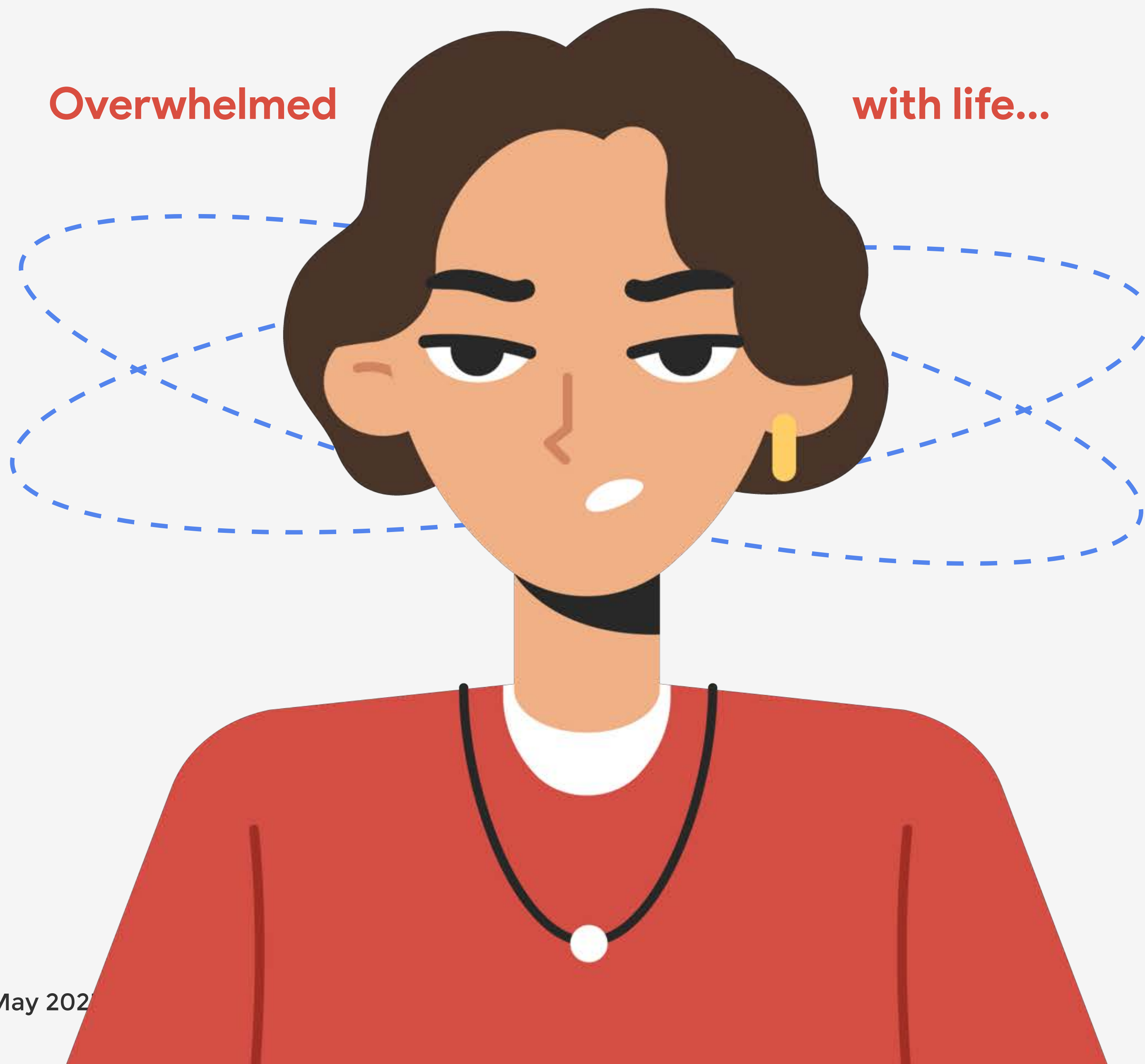
“

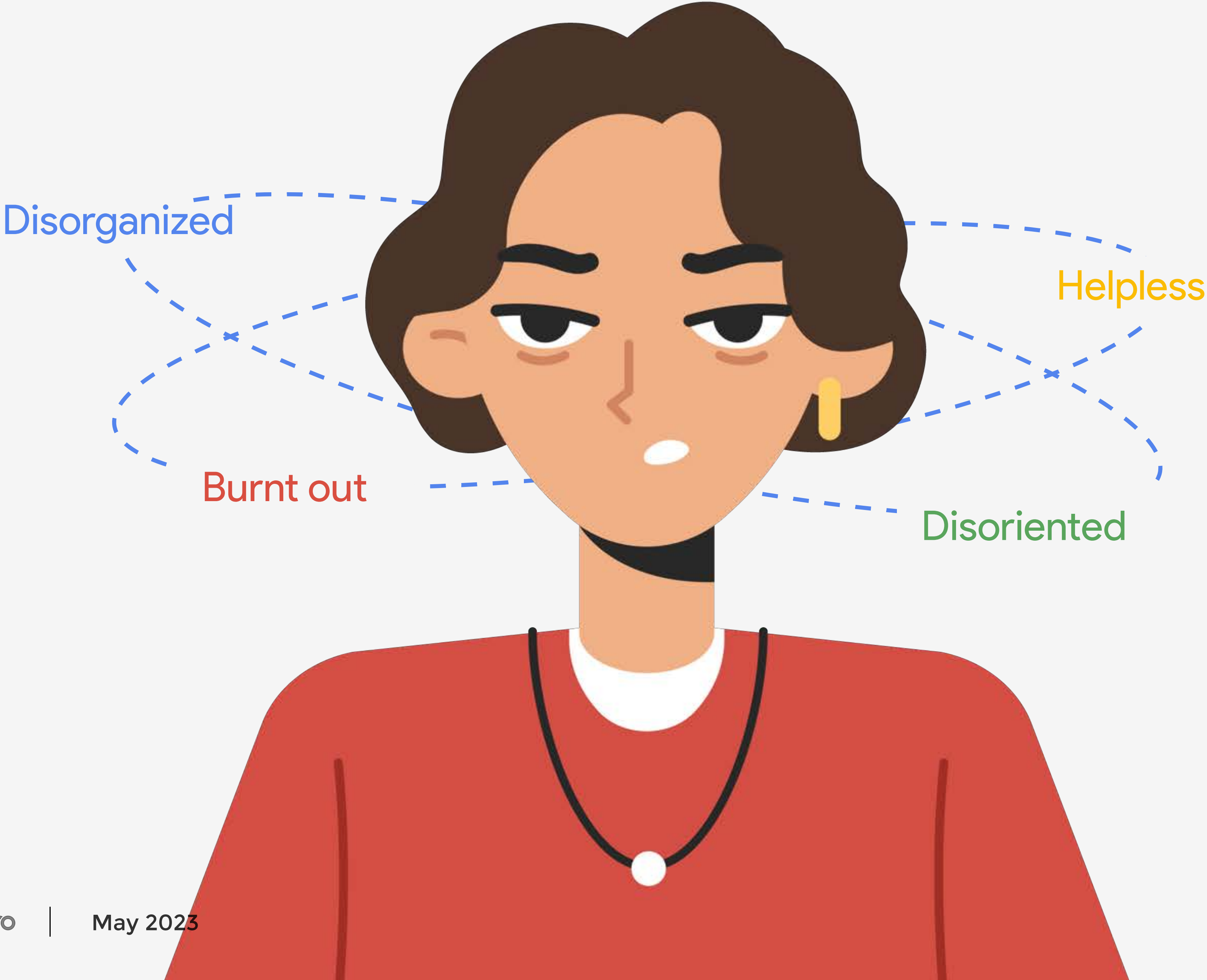
I feel like there is constant political turmoil.

“
My to-do list is
never-ending.”

Overwhelmed

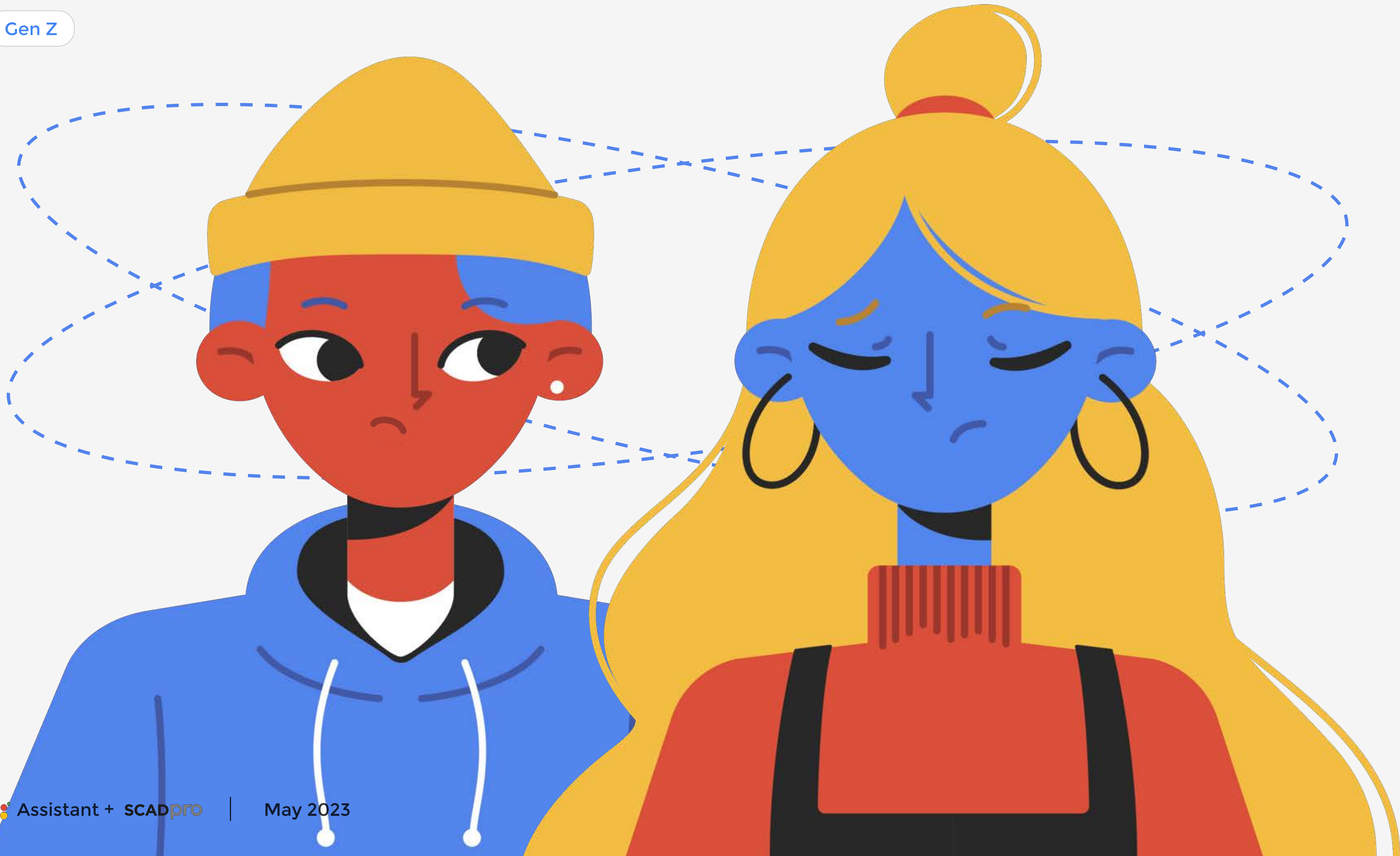
with life...



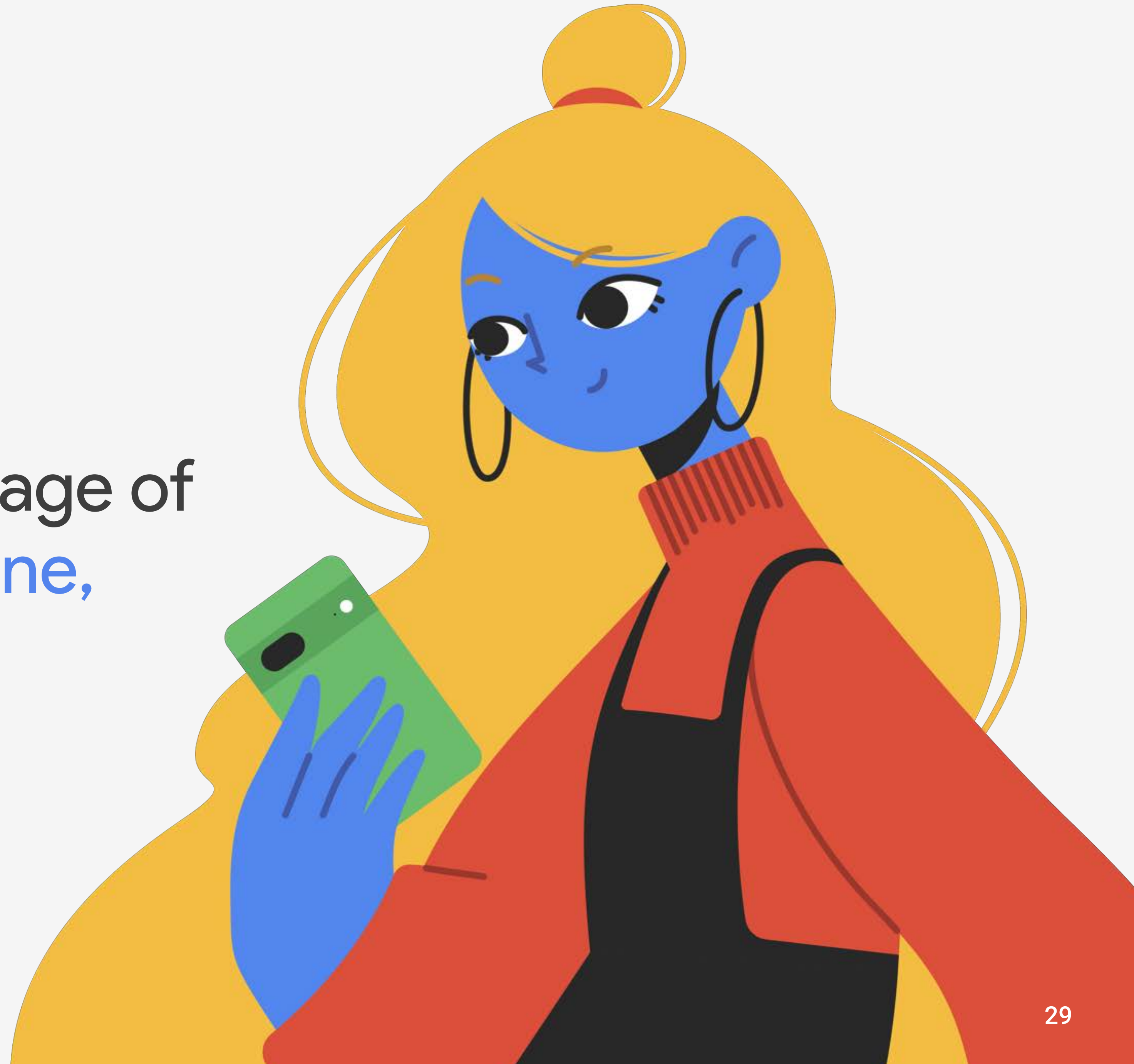




&
It's not
just Marcus...

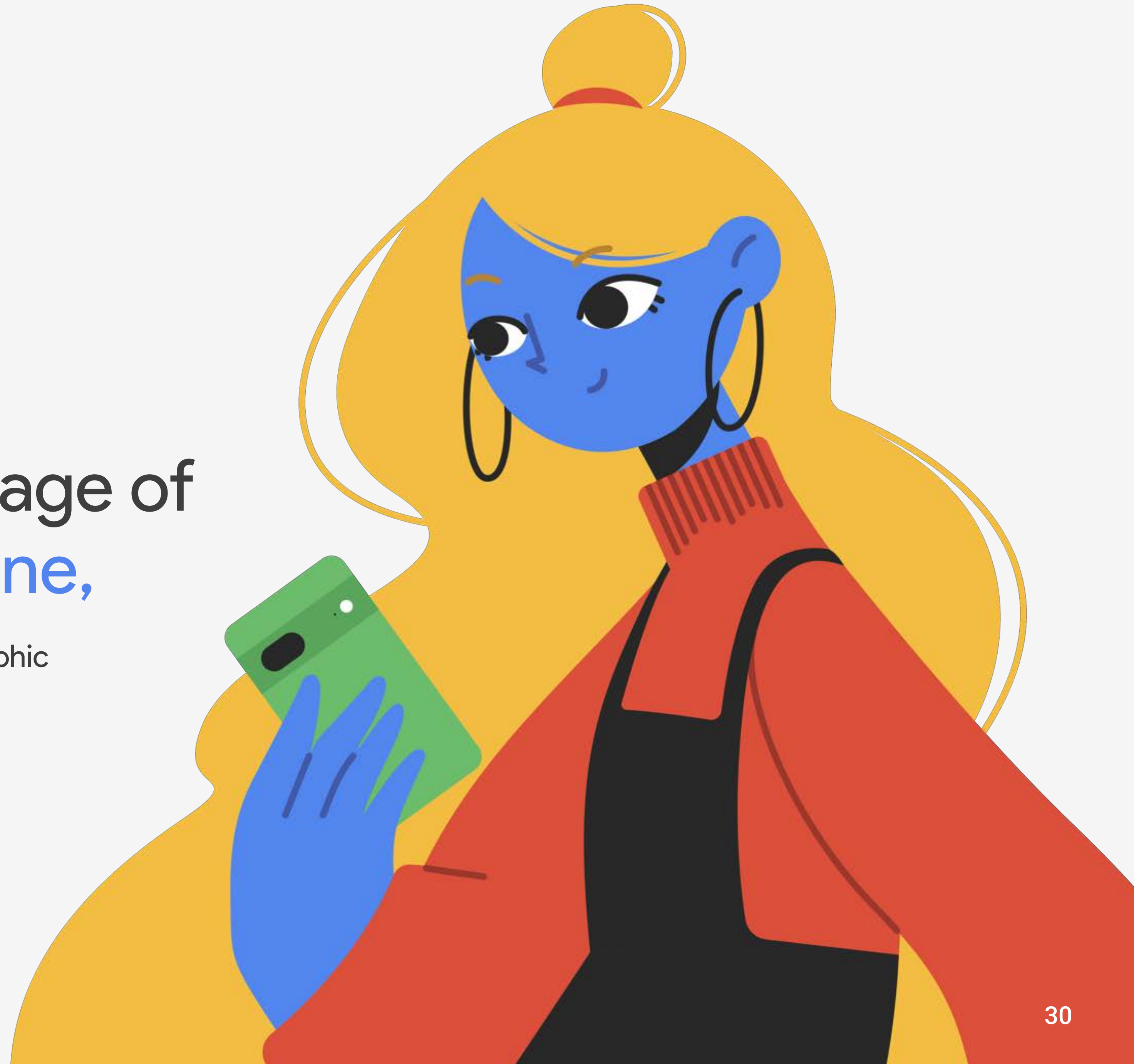


Gen Z spends an average of
8+ hours a day online,



Gen Z spends an average of 8+ hours a day online,

making Gen Z the largest age demographic
online at all times.



We found that technology is
ingrained in our DNA.

But in a **good** way.

While some might **say...**

“Out Of Touch”

“Lacking Originality”

“Impatient”

“Tech-Addicted”

“Easily Distracted”

“Too Outspoken And Emotional”

“Phone Or Device-Reliant”

While some might say...

We say...

Open-
Minded And
Optimistic

World-
Changing And
Innovative

Outspoken And
Honest

We say...

Morally And
Ethically
Educated

Tech-Savvy

Fast And
Independent
Learners

The generation that will **change** the world...

and the generation that uses tech
to its advantage...

Let us introduce the **sidekick**...



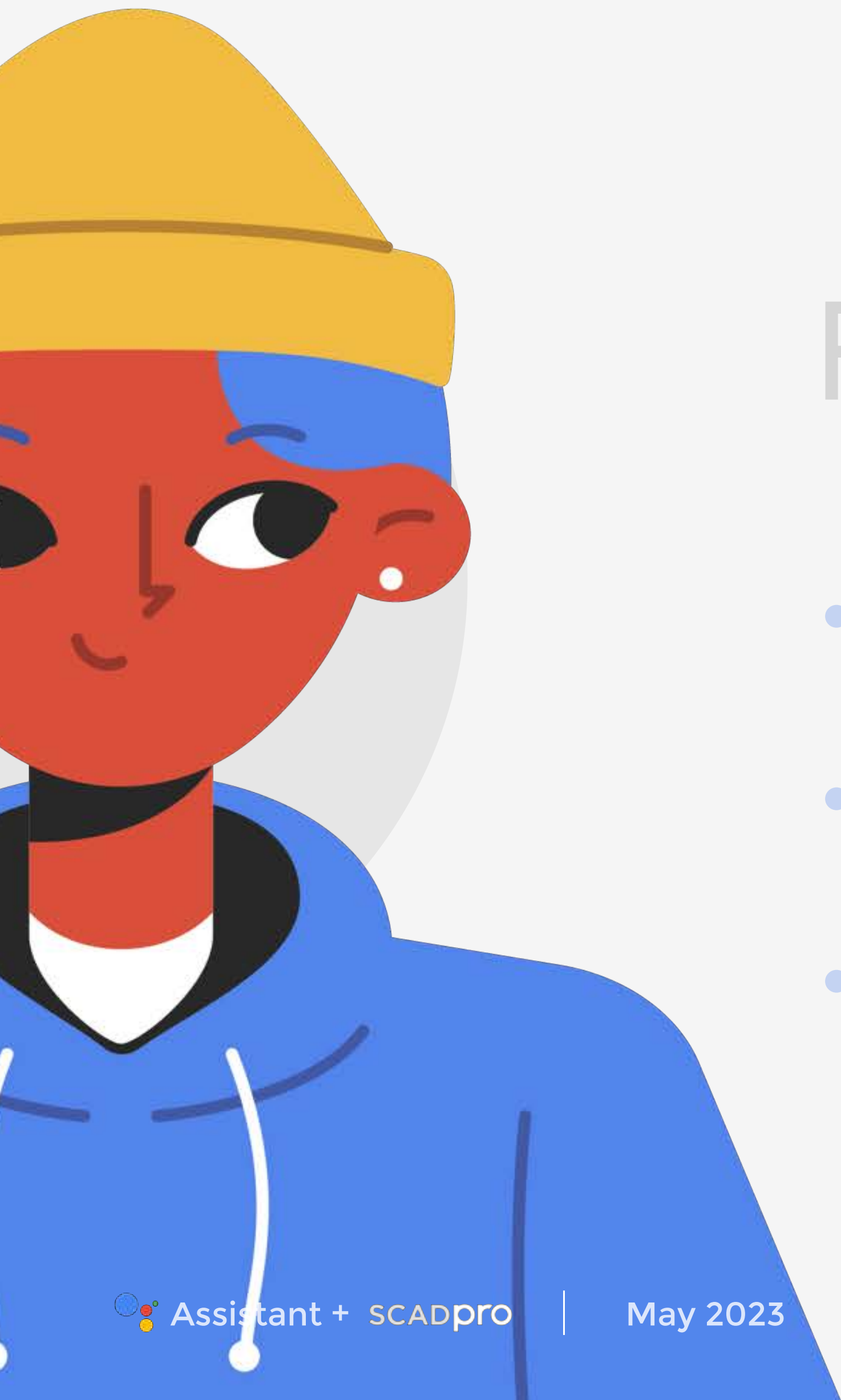
What's a **sidekick**?

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



Feeling

- Distracted
- Overwhelmed
- Stressed



Feeling

- Distracted
- Overwhelmed
- Stressed



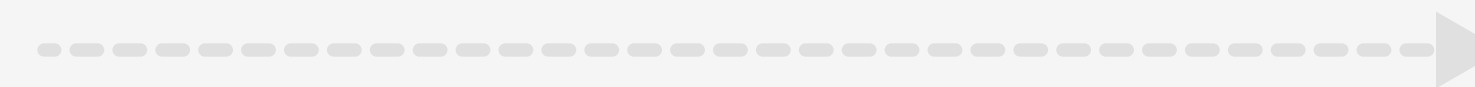
Supportive



Reliable



Trusted



Knowledgeable

Regain the focus on

- Adaptability
- Resourcefulness
- Resilience

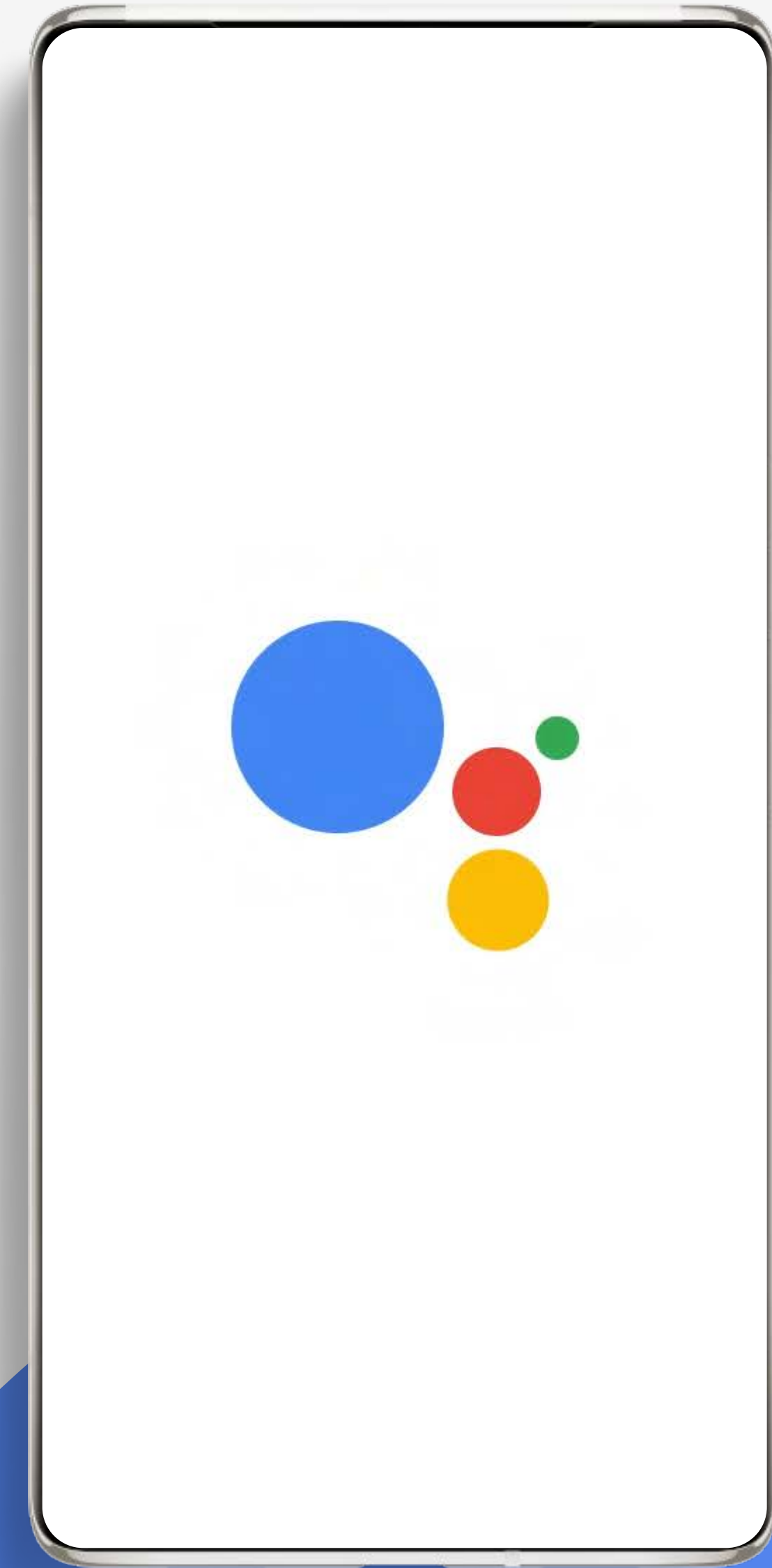




- Supportive
- Reliable
- Trusted
- Knowledgeable



- Supportive → Affirmation
- Reliable
- Trusted
- Knowledgeable



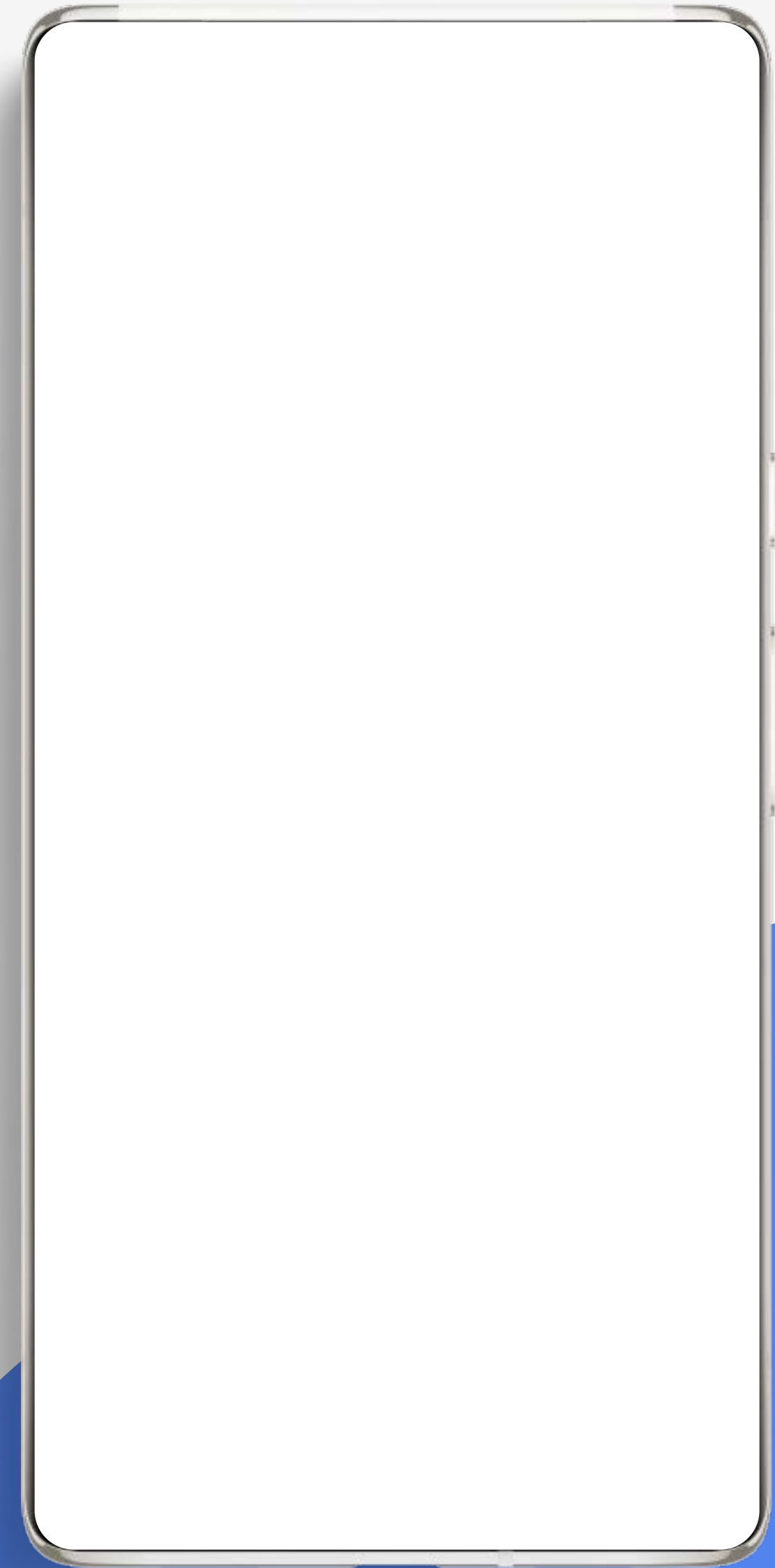


- Supportive -----> Affirmation
- Reliable -----> Birthday
- Trusted
- Knowledgeable





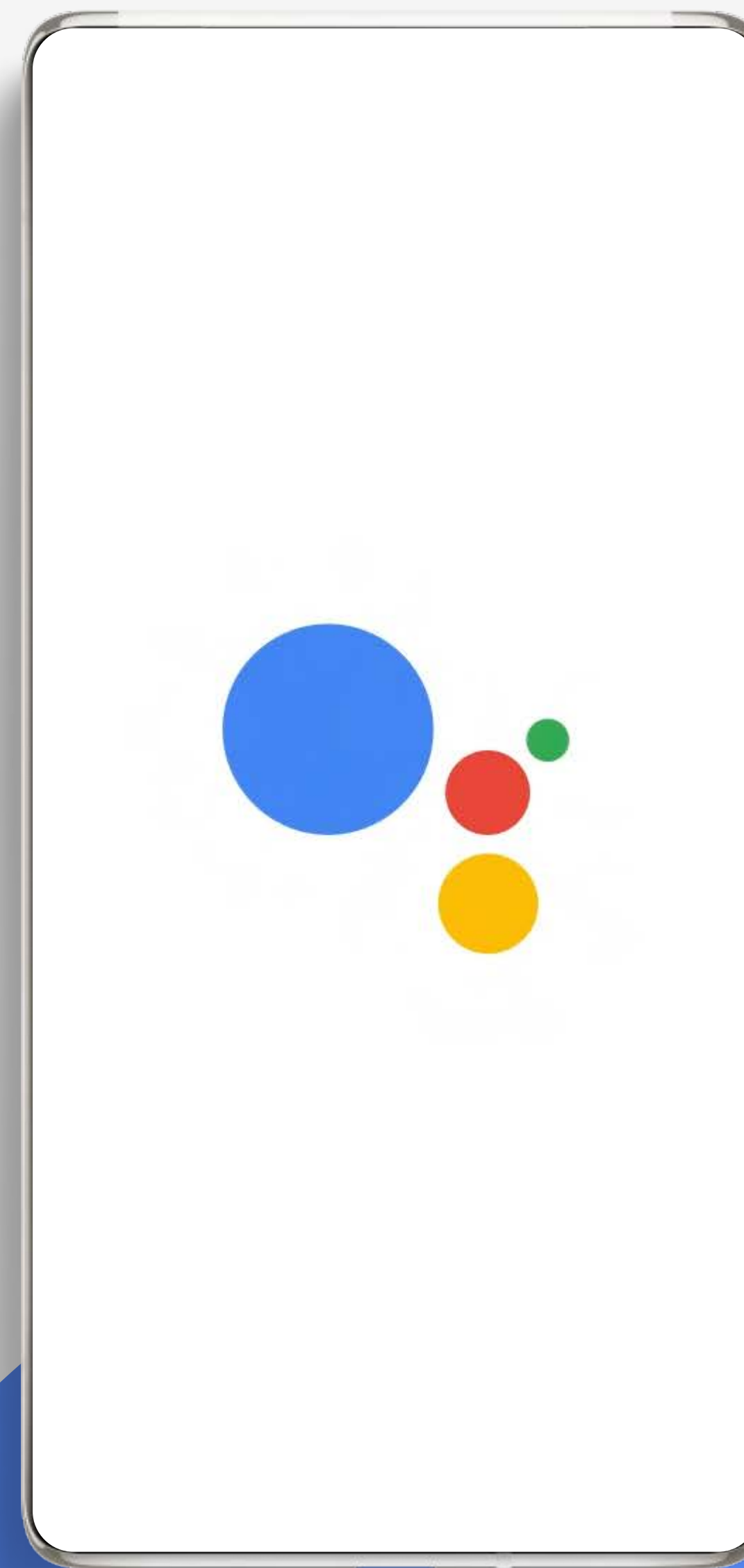
- Supportive -----> Affirmation
- Reliable -----> Birthday
- Trusted -----> Delivery
- Knowledgeable





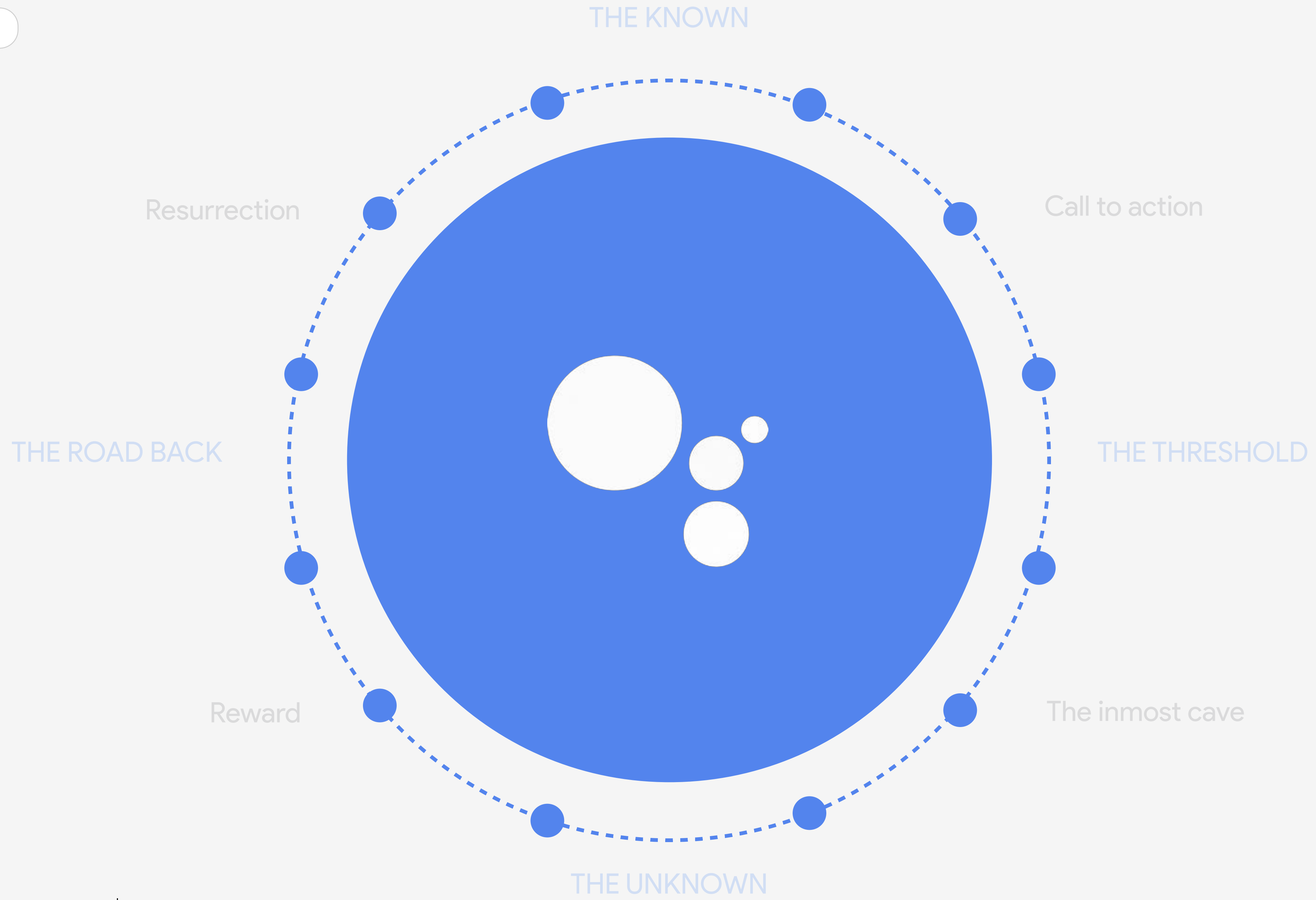
Sidekick

- Supportive -----> Affirmation
- Reliable -----> Birthday
- Trusted -----> Delivery
- Knowledgeable -----> Weather



Sound = Our Connection





GA = The Perfect Sidekick

Why?

But why?

We started by asking...



“

What is an
assistant to you?





An Organizer

An Organizer

Helpful And
Resourceful Aide

An Organizer

Reliable And
Supportive
Friend

Helpful And
Resourceful Aide

An Organizer

Reliable And
Supportive
Friend

Helpful And
Resourceful Aide

Discreet
Personal Aide

An Organizer

Reliable And
Supportive
Friend

Helpful And
Resourceful Aide

Discreet
Personal Aide

Competent
Professional

An Organizer

Reliable And Supportive Friend

Versatile And Proactive Team Member

Helpful And Resourceful Aide

Discreet Personal Aide

Competent Professional

“

How is your
experience with
Google Assistant?





Users are unclear about the assistant's capabilities.

Users are unclear about the assistant's capabilities.

Users need tips and instructions when they get stuck.

Users are unclear about the assistant's capabilities.

Users don't have enough confidence to complete a complex task with the assistant.

Users need tips and instructions when they get stuck.

Users are unclear about the assistant's capabilities.

Users don't have enough confidence to complete a complex task with the assistant.

Users need tips and instructions when they get stuck.

Users are concerned about sharing their data without any up-front benefits.

Users are unclear about the assistant's capabilities.

Users don't have enough confidence to complete a complex task with the assistant.

Users hope that the assistant can help with all aspects of life.

Users need tips and instructions when they get stuck.

Users are concerned about sharing their data without any up-front benefits.

Users hope the
assistant can help
with all aspects
of life.

Overall Insights



01

Users expect personalized scheduling for time management.

Overall Insights



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02

Users want Google Assistant to be human-like and trustworthy.

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Users want personalization features that enable them to reduce unnecessary notifications and focus on important tasks.

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Users want Google Assistant to understand them better over time.

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Users want Google Assistant to understand them better over time.

08

Users appreciate customized recommendations that align with their preferences and saves valuable time and effort.

Overall Insights



01

Users expect **personalized** scheduling for time management.

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Users want Google Assistant to be **human-like** and **trustworthy**.

03

Users appreciate that personalization allows them to express **individuality** by providing tailored feedback in conversations.

04

Users are more likely to try and learn new skills if they are presented with up-front benefits that align with their **interests**.

05

Users want **personalization** features that enable them to reduce unnecessary notifications and focus on important tasks.

06

Users derive **satisfaction** from reaching milestones, which makes them feel like they're winning and keeps them **engaged**.

07

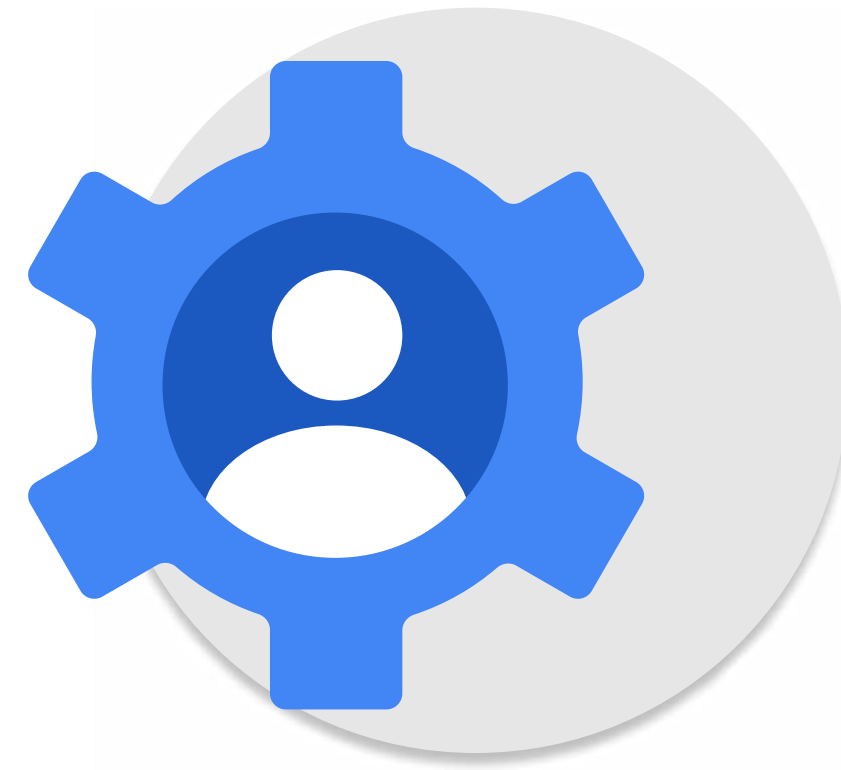
Users want Google Assistant to **continuously understand them** better over time.

08

Users appreciate **customized** recommendations that align with their preferences and **saves valuable time and effort**.



Gamification



Personalization



Relevant Narrative

Guiding Principles



Effort-Saving

Relevant Narrative

Guiding Principles

Progression

Effort-Saving

Relevant Narrative



Guiding Principles

Accessible to Revisit

Progression

Effort-Saving

Relevant Narrative



Guiding Principles

Accessible to Revisit

Responsiveness

Progression

Effort-Saving

Relevant Narrative



Guiding Principles

How might we implement **gamification** and **personalization** into Google Assistant to increase users' **engagement** while saving their **effort** throughout onboarding and week one of user experience?

Journey Map

INITIAL SET-UP

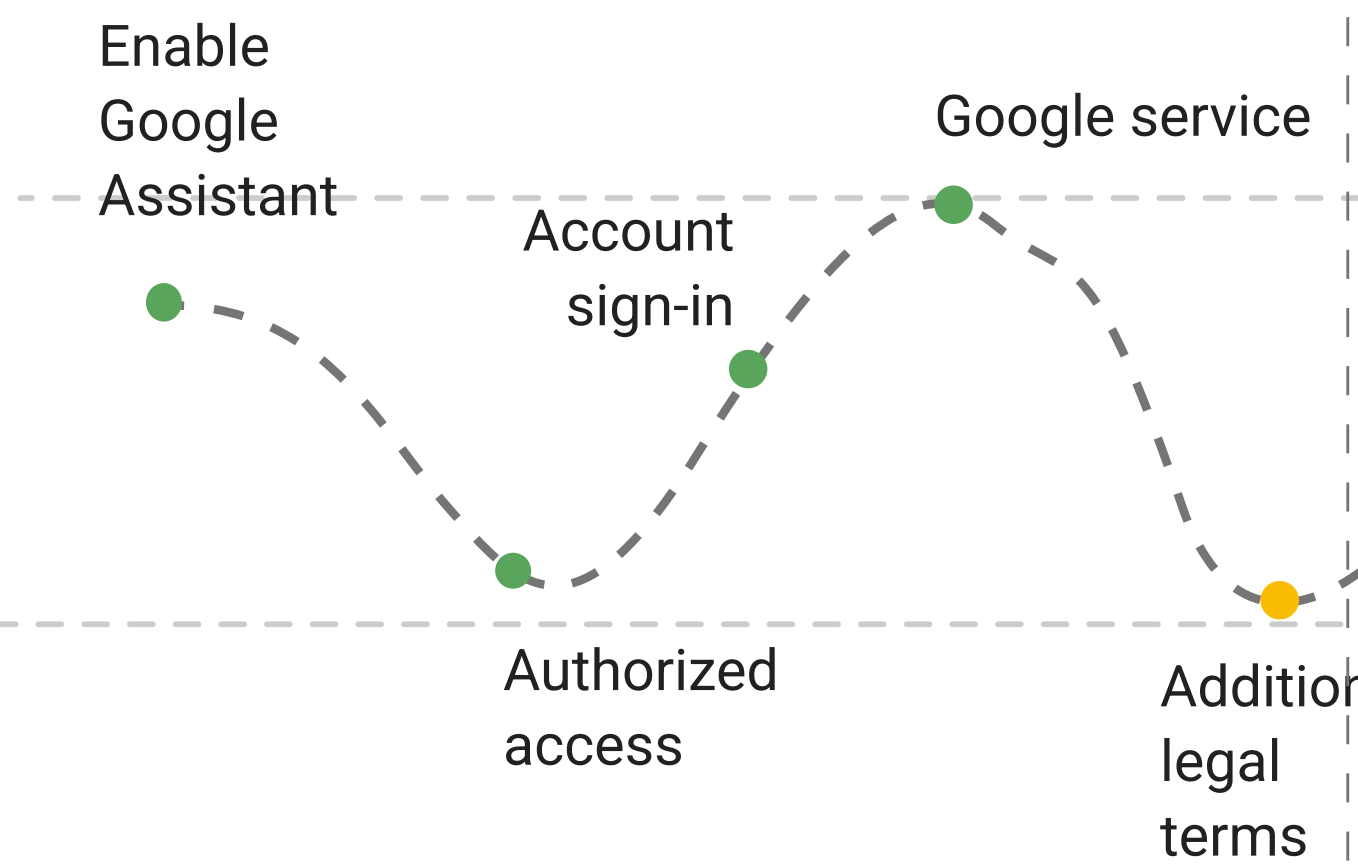
GREETING

1st WEEK OF USE

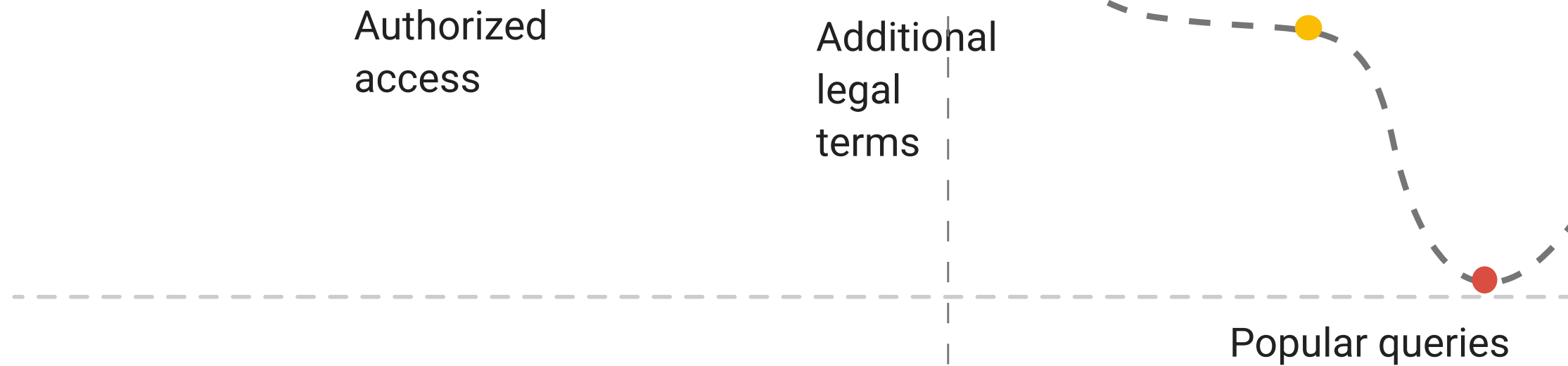
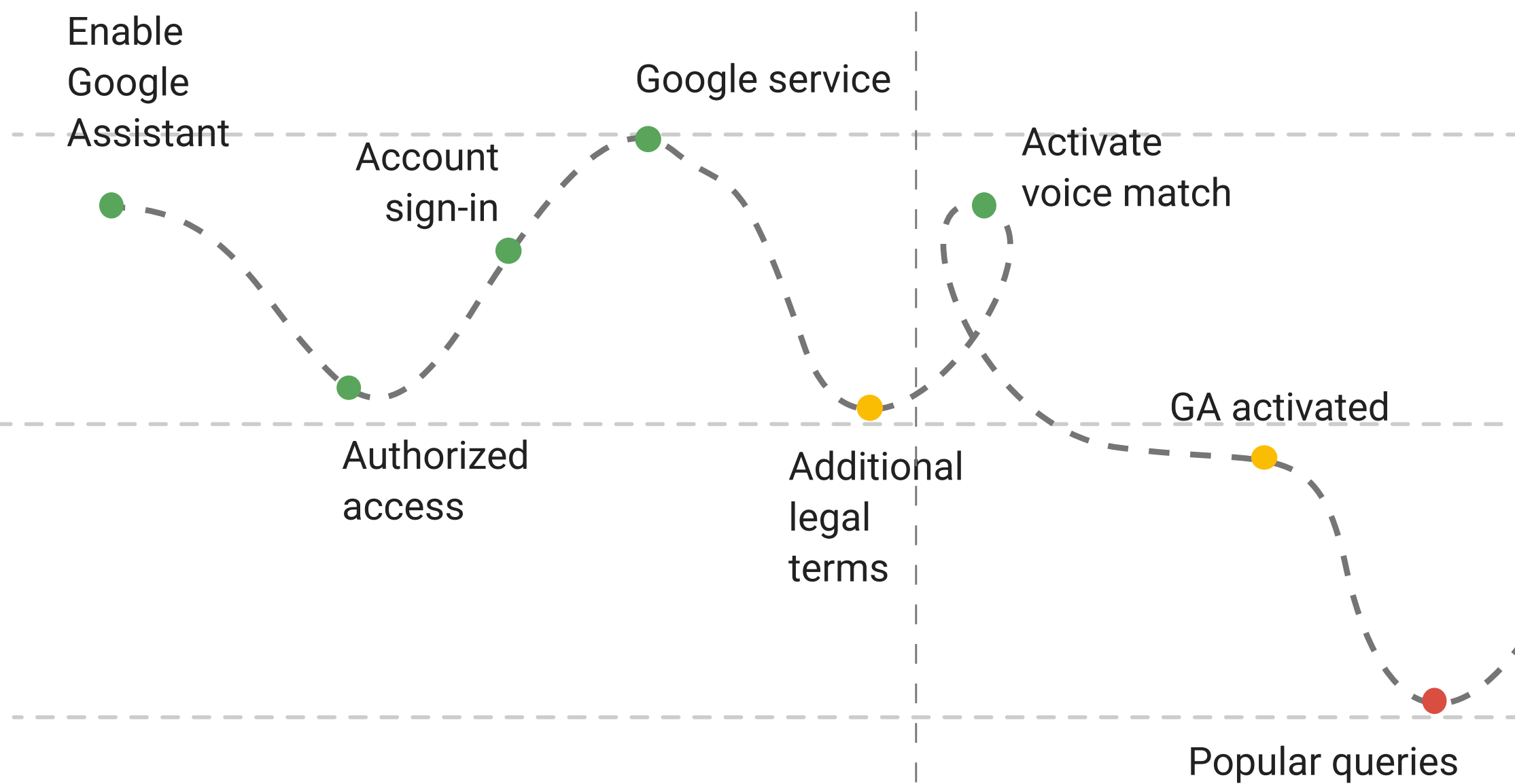
LONG-TERM USE



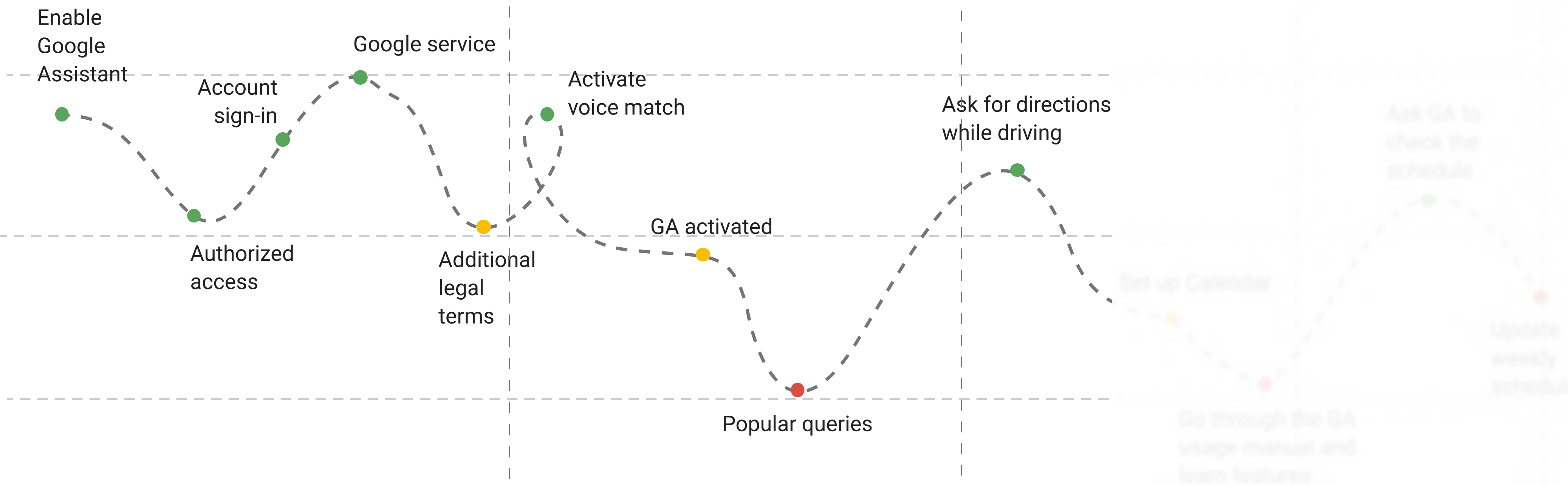
Journey Map



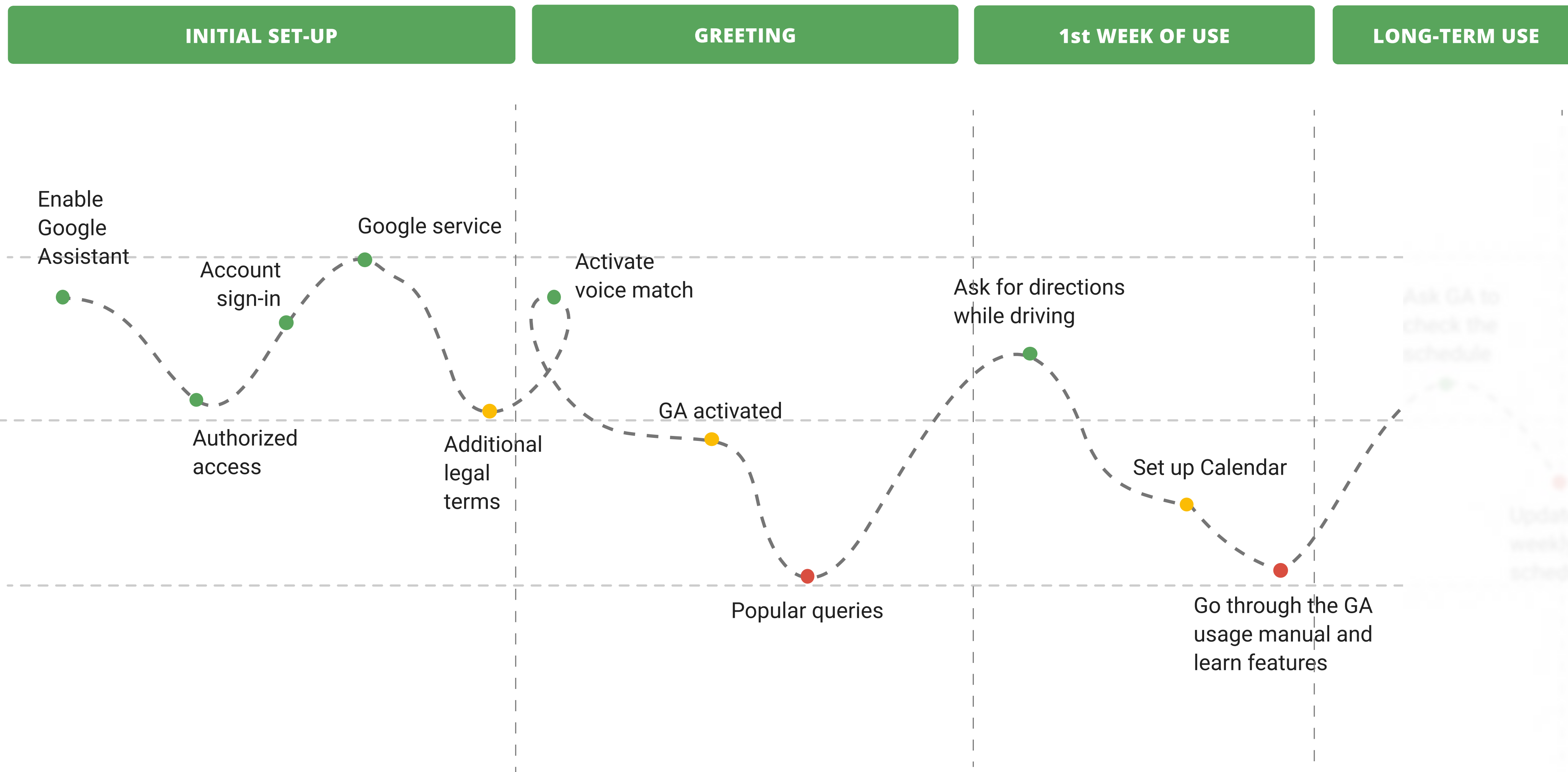
Journey Map



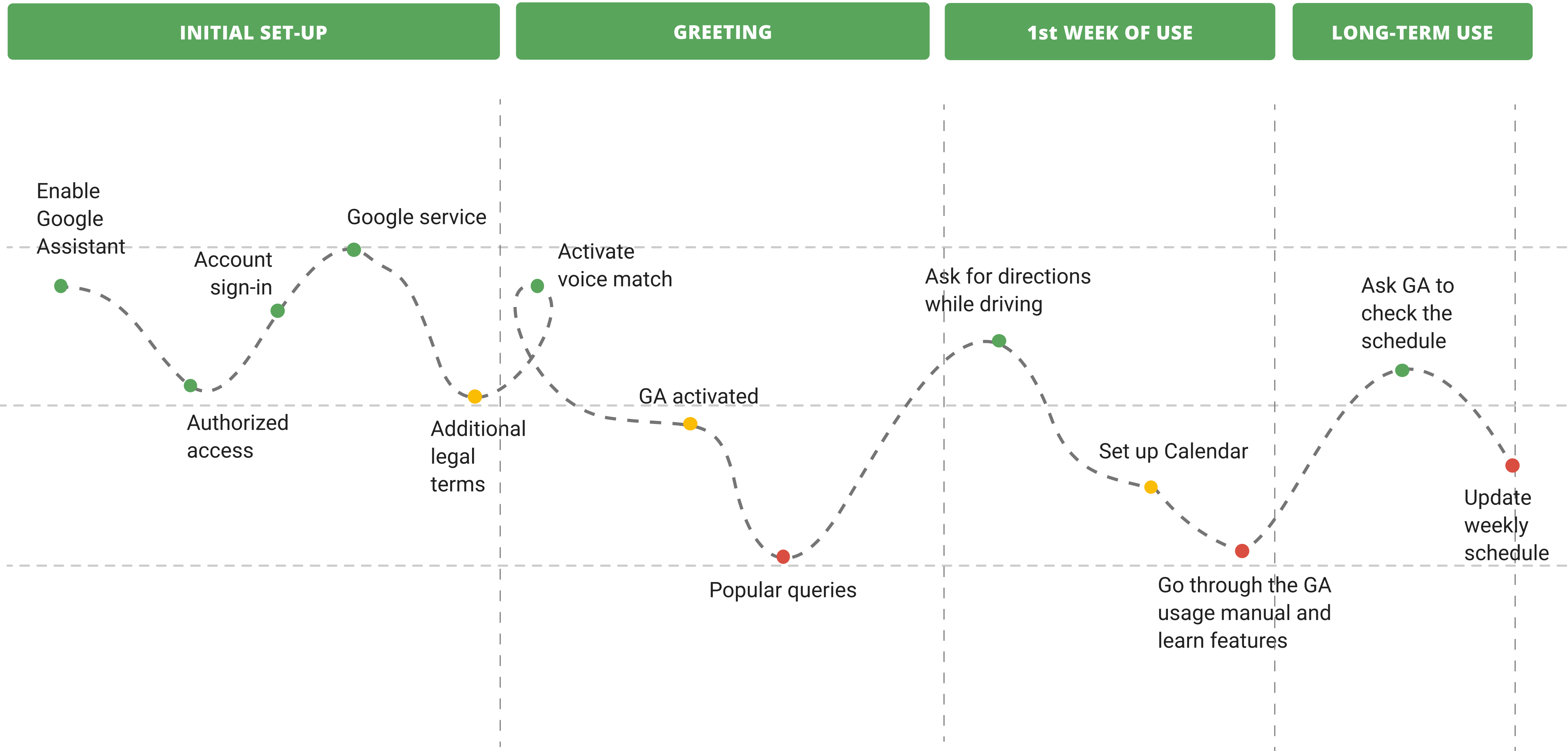
Journey Map



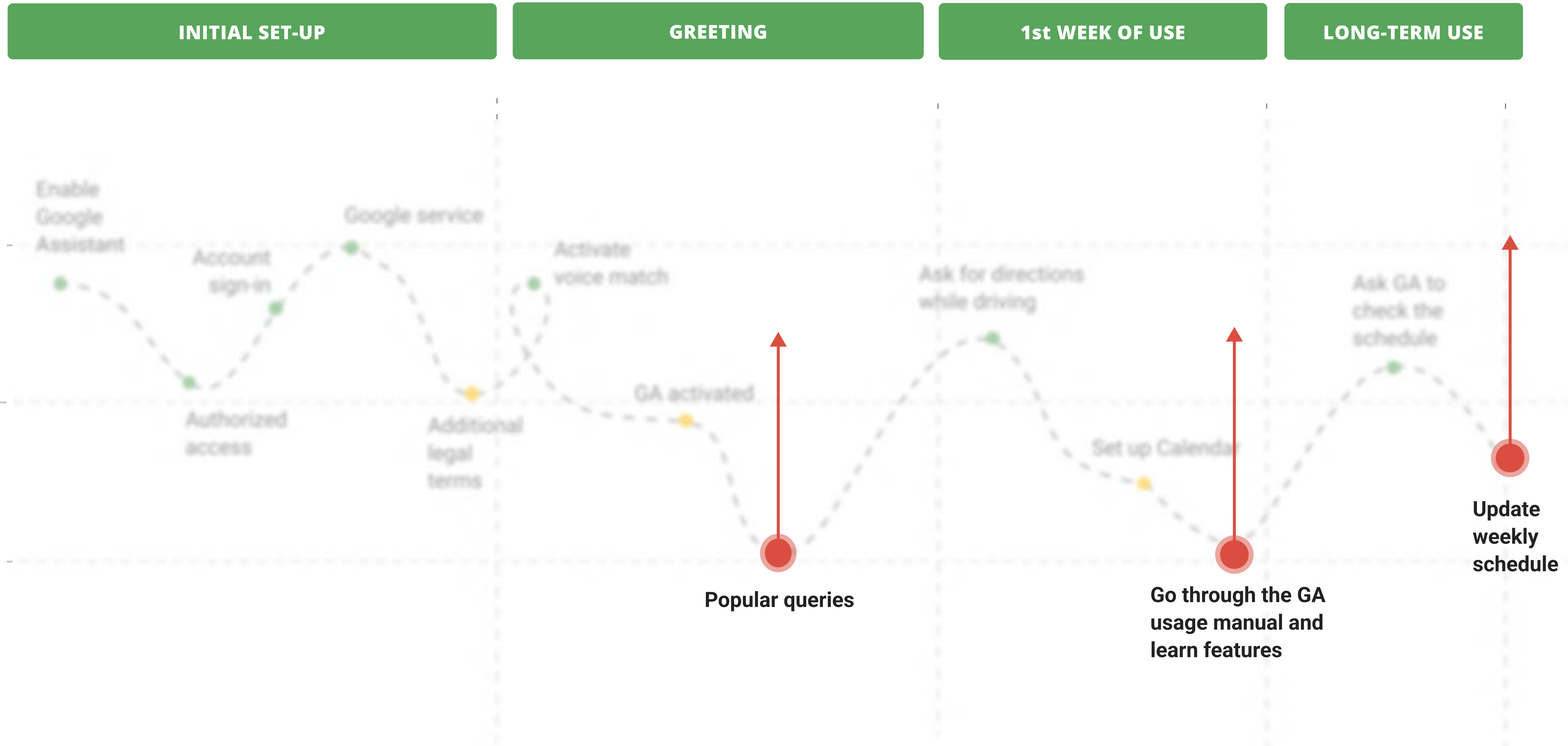
Journey Map



Journey Map



Journey Map



Overwhelmed by the functions

Struggling to schedule

Struggling to revisit

Struggling to stay focused

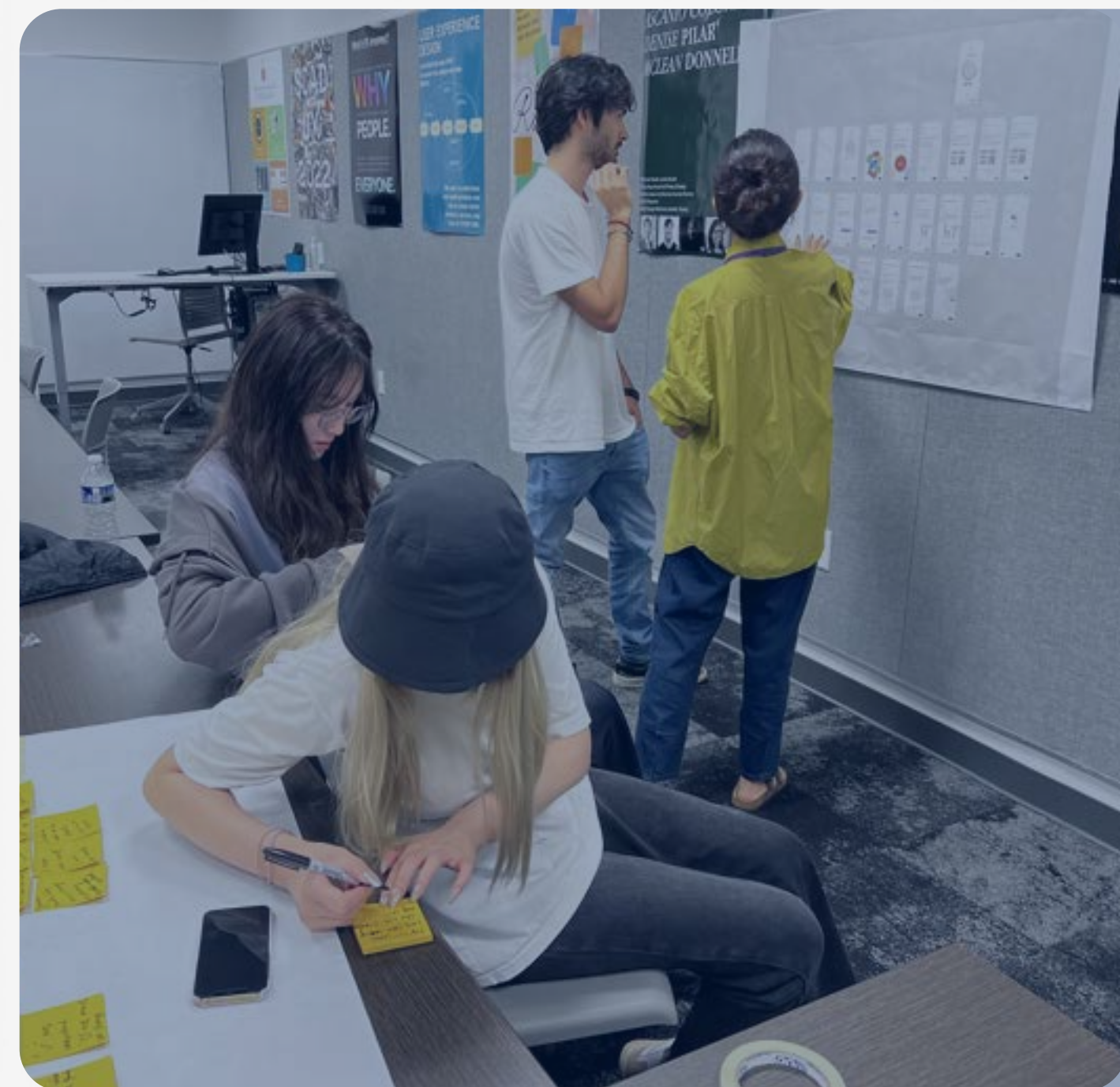
Unclear how to start

Failed to keep up





Concept Testing



User Insights

“

I don't want to do everything at the same time. Sensory overload.

User Insights

“

I don't want to do everything at the same time. Sensory overload.

“

Why am I learning something if it's not useful for me?

User Insights

“

I don't want to do everything at the same time. Sensory overload.

“

Why am I learning something if it's not useful for me?

“

I want to learn more when I am about to use it.

User Insights

“

I like the gamification, it's fun and entertaining, but I wish it was faster to get through.

“

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I like the gamification, it's fun and entertaining, but I wish it was faster to get through.

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I really want simplicity and quick interaction.

“

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“

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“

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User Insights

“

I like the gamification, it's fun and entertaining, but I wish it was faster to get through.

“

I really want simplicity and quick interaction.

“

I want to change the tone so it feels like it's talking to me and not teaching me.

“

I don't want to do everything at the same time. Sensory overload.

“

Why am I learning something if it's not useful for me?

“

I want to learn more when I am about to use it.

We believe...

We Believe...

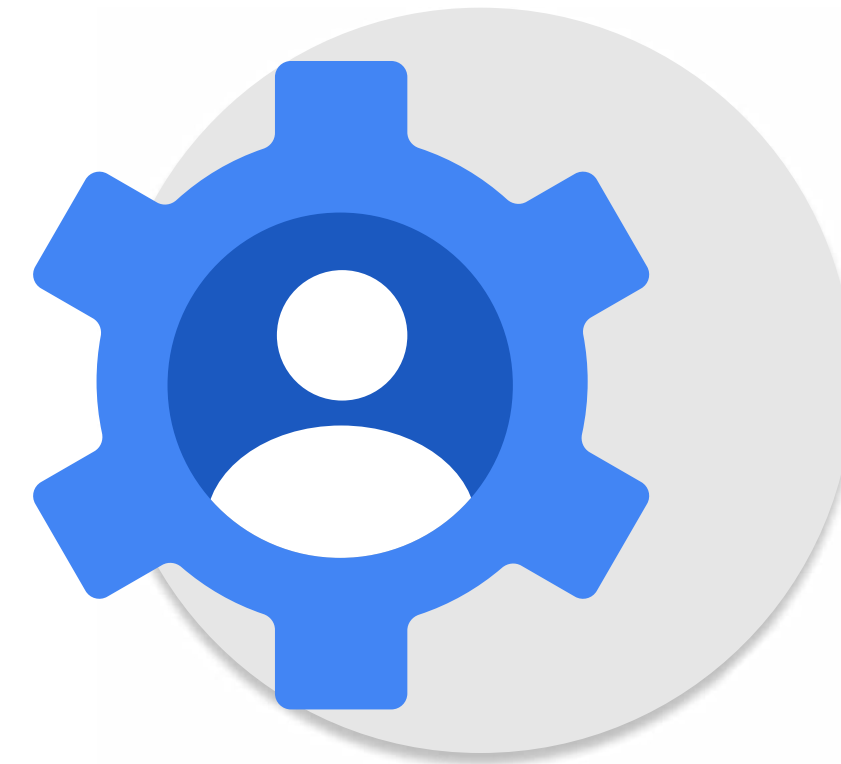
- **flexibility** to skip and revisit
- **relevant**, scenario-based prompts
- **achievement** celebrations

We Believe...

- **flexibility** to skip and revisit
- **relevant**, scenario-based prompts
- **achievement** celebrations
- **hassle-free scheduling** within Google Calendar
- **relevant** follow-up tasks
- **recommendations** based on usage patterns



Gamification



Personalization

Let's dive deeper...



Let's get to know you

Can I call you Marcus?

I prefer using a nickname 

Name

Mars



[Skip this step](#)

[Next](#)



Let's set a hotword

What do you want to call me?

Hey bestie

Hey homie

I prefer using a different name



Name

Hey - Googs|



Skip this step

Next



Ready to see how Google Assistant can help?

If you choose to skip this step, you can come back and continue at any time.



Long press the power button to quickly access your Google Assistant.

[Skip](#)

[Next](#)



Hi, Mars. Your Google Assistant here. There's a lot I can help with. Here are a few popular actions.

Try saying

Explore what you need

Five large, empty, light gray rounded rectangular input fields stacked vertically, intended for voice input.



Done



Ready to see how

G
h
If y
ba



Faster access to continue your exploration

Touch & hold the widget to move it
around the homescreen



Try saying ...

Continue exploring my
Google Assistant

No, thanks

Add to home screen

Skip

Next



0%

Exploring progress

Choose one scenario below



Hang out with friends

4 Challenges



Workout at the gym with friends

5 Challenges



Healthy diets

5 Challenges



Explore the city

4 Challenges

[Set up later](#)

[Next](#)



Here are four things I can do for you...

If you want to spend time with friends.

1. Looking for fun activities to do with your friends? Try asking:

“What are fun things to do near me?”

2. Let me help you plan.

“Text Sara, how about going out for dinner this weekend?”

3. I can help you make a reservation.

“Reserve a table for two at E-Tang at 7 PM on Sunday night.”

4. Do you want to add a shortcut for quick access?

“Create a shortcut for the meetup with Sara.”



[Set up later](#)

[Next](#)



You're all set!

I am ready to help you enjoy time with your friends in the future!



[Try more](#)

Done

N



Hi, Mars. Your Google Assistant here. There's a lot I can help with. Here are a few popular ations.

Try saying

Explore what you need



Say cheese

"Take a selfie in portrait mode"



Control your phone

"Turn on the flashlight"



Keep in touch

"Send a message"



Have a laugh

"Tell me a joke"



Check weather

"What's the weather this weekend?"





Hey Mars,
what do you want to
explore today?



87%

Exploring progress

Choose one scenario below



Set up later

Next



87%

Exploring progress

Choose one scenario below



**Hang out
with friends**

4 Challenges



**Workout at the
gym with friends**

5 Challenges



Healthy diets

5 Challenges

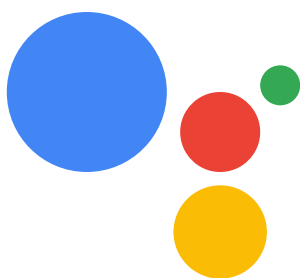


Explore the city

4 Challenges

[Set up later](#)

[Next](#)



This is a sandbox demo

Fell free to explore your journey
with Google Assistant!

Got it!



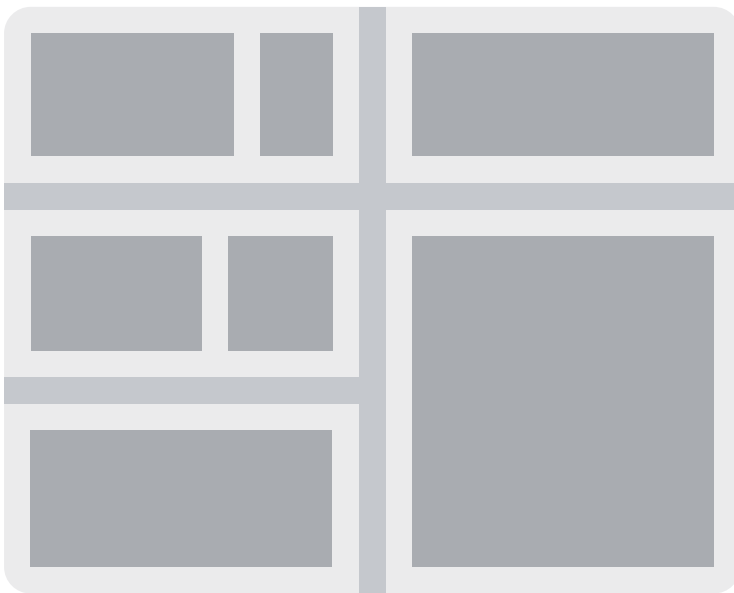
1/4



Looking for fun activities to do with your friends?

Try asking me about them.

[Feel free to explore.](#)



What are fun things to do...



[Skip this step](#)

Next

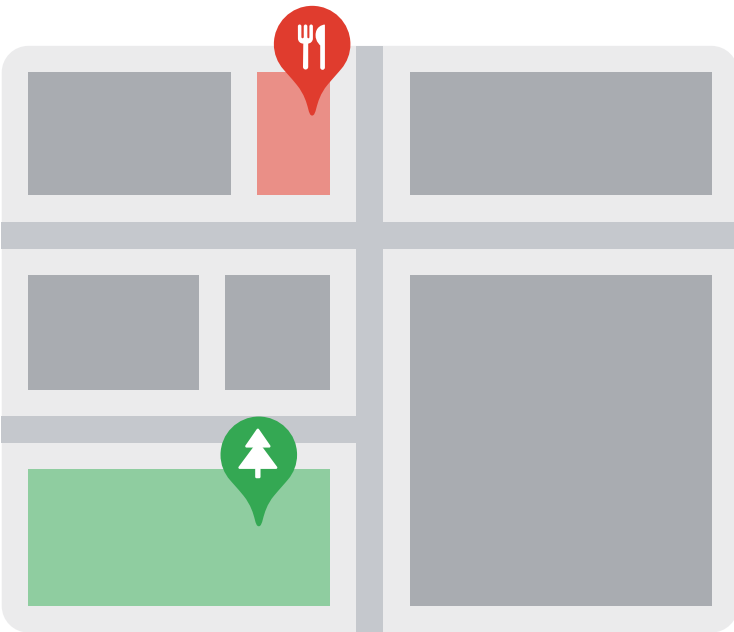


1/4



I have found some fun activities to explore. Check them out now.

Feel free to explore.

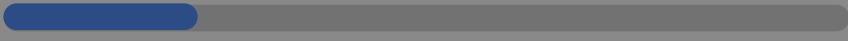


What are fun things to do near me?



Skip this step

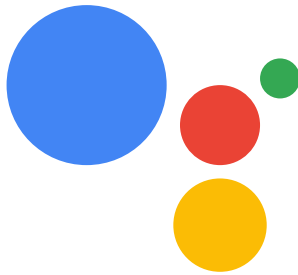
Next



1/4



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C



Good Job!

Select Next to keep going!
You're doing great!

Next

What are fun things to do near me?



Skip this step

Next



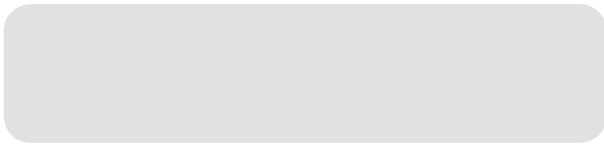
2/4



You can try asking me:

Text Sara, "How about going out for dinner this weekend?"

[Feel free to explore.](#)



I don't know what to ask.



[Skip this step](#)

Next



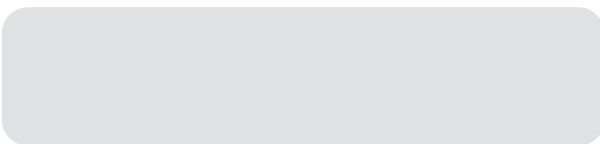
2/4



You can try asking me:

Text Sara, "How about going out for dinner this weekend?"

[Feel free to explore.](#)



Text Sara, "How about going out..."



[Skip this step](#)

Next



2/4



Sure, I have texted Sara about going out for dinner this weekend.

[Feel free to explore.](#)

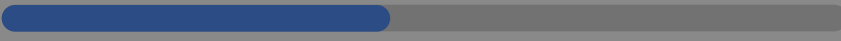


Text Sara, "How about going out for dinner this weekend?"



[Skip this step](#)

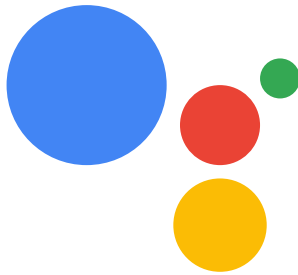
[Next](#)



2/4



S
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Fee



Excellent!

Select Next to keep going!
You're almost there!

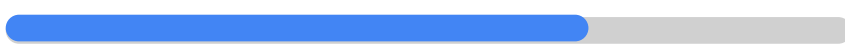
Next

Text Sara, "How about going out for dinner next weekend?"



Skip this step

Next



3/4



Yay, you're booked!

Try asking me to book a table for you.

[Feel free to explore.](#)



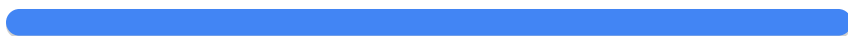
A

Would you like to connect your Google Calendar?



[Skip this step](#)

[Next](#)



4/4



Would you like to have quick access to future restaurant reservations?

Try asking me to create a shortcut.

[Feel free to explore.](#)



Create a shortcut for...



[Skip this step](#)

Next

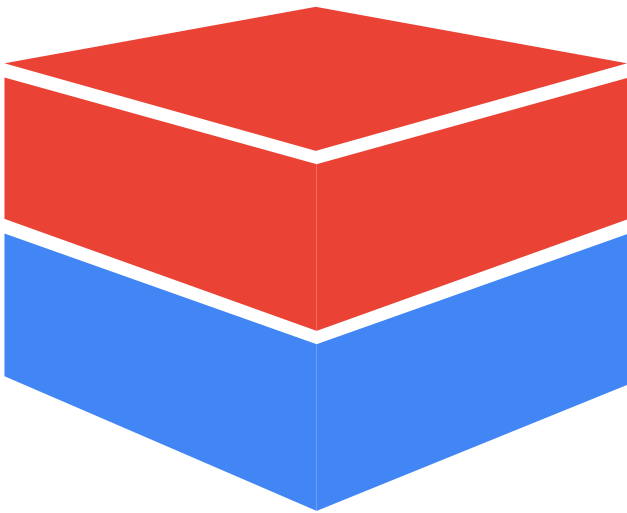


4/4



Cool, I have created a shortcut for your meetup with Sara.

[Feel free to explore.](#)



Create a shortcut for the meetup with Sara.



[Skip this step](#)

[Next](#)



You're all set!

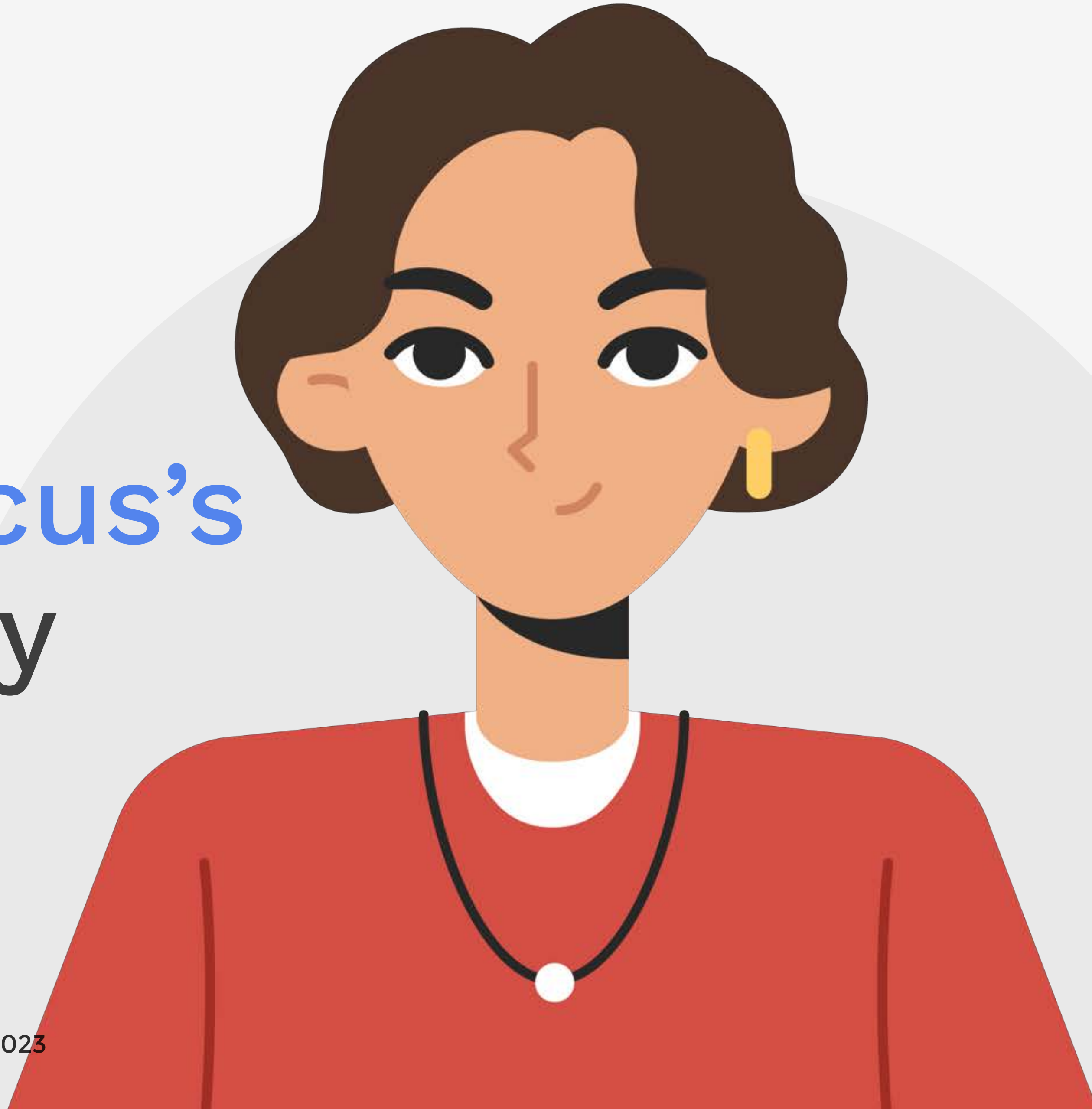
I am ready to help you enjoy time with your friends in the future!



[Try more](#)

Done

Marcus's Story





Gamification



Personalization

Concept

Personalization

Get to Know

Get to know

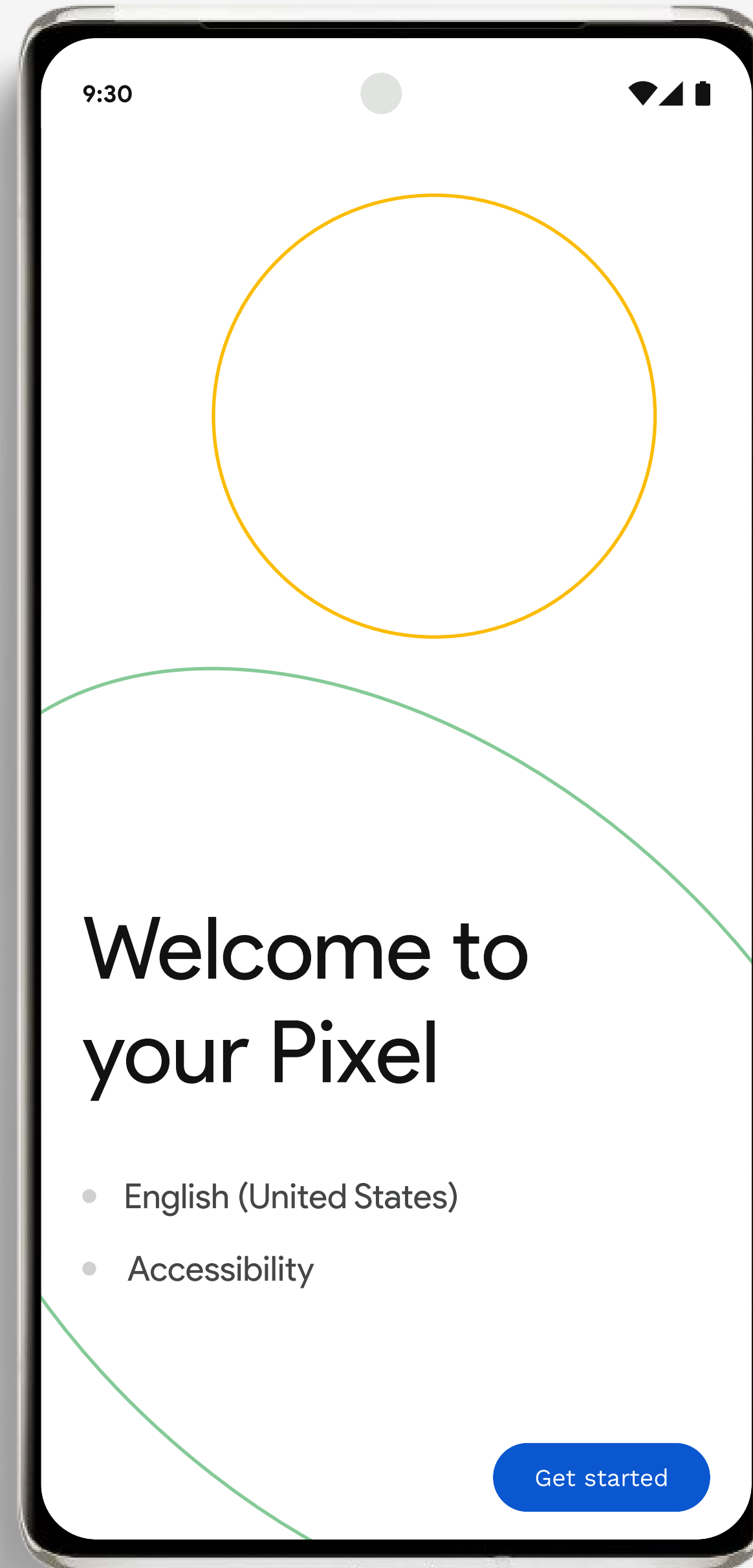


Concept

Gamification

Get to know

Get to Know

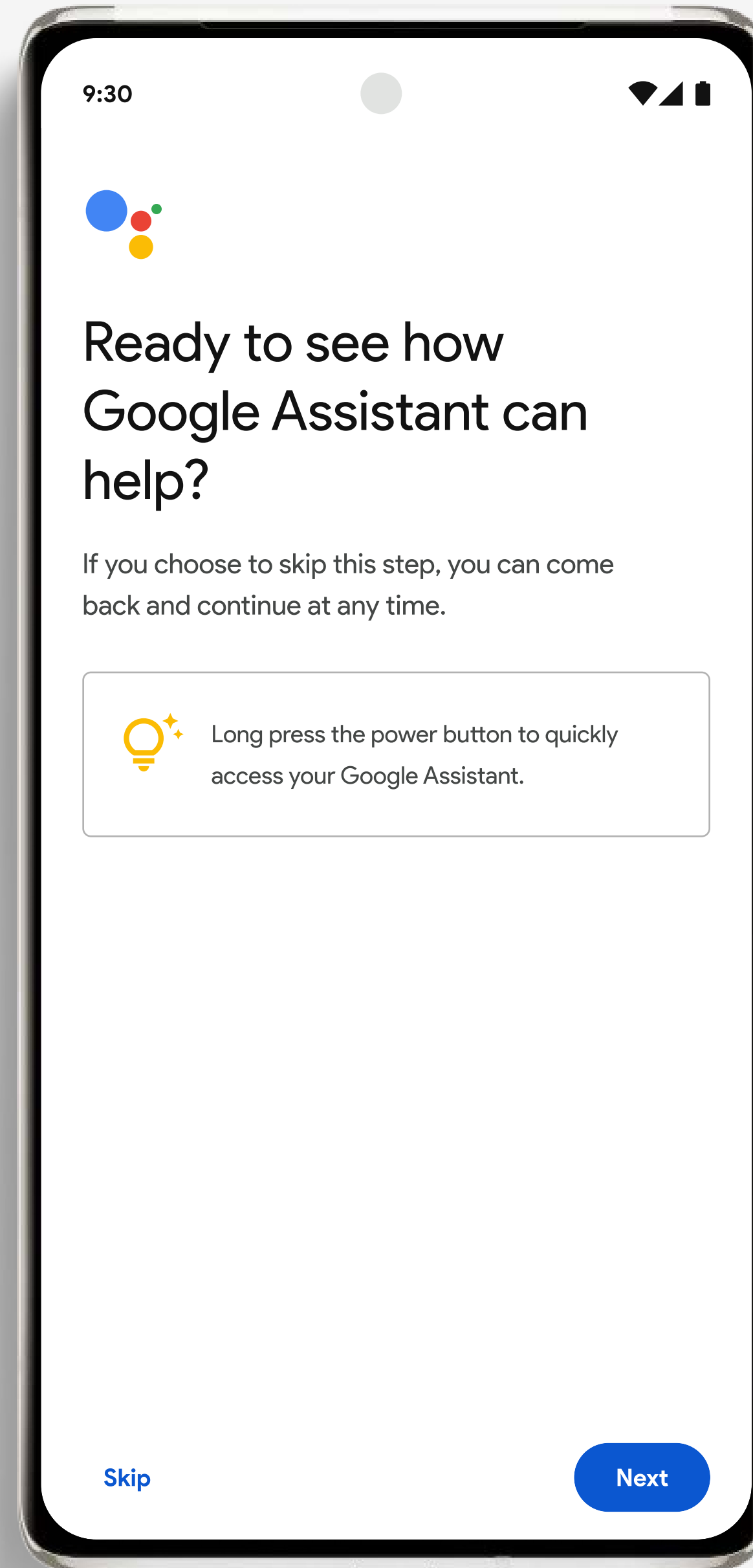


Concept

Gamification

Quick Grasp

Quick Grasp

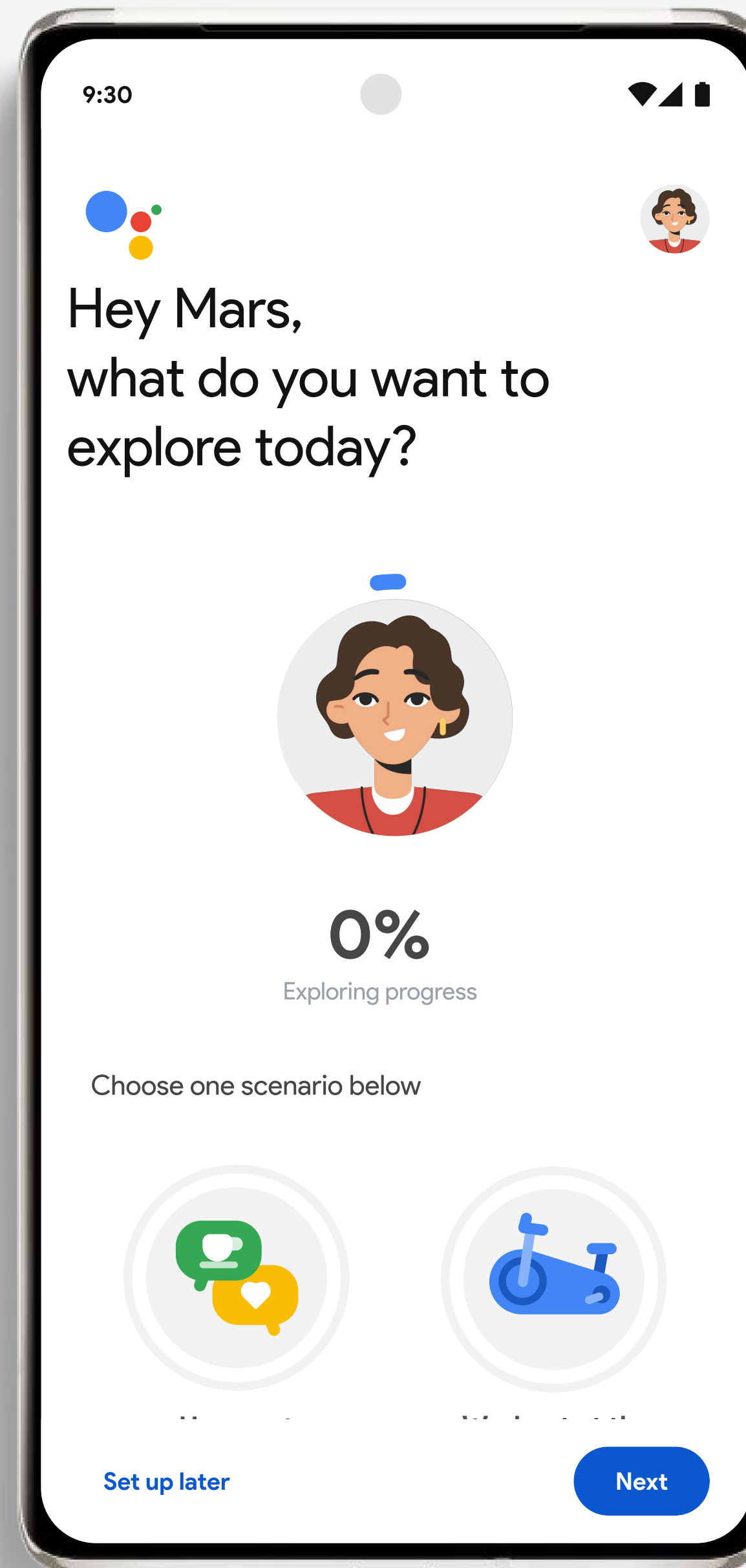


Concept

Gamification

Quick Grasp

Quick Grasp





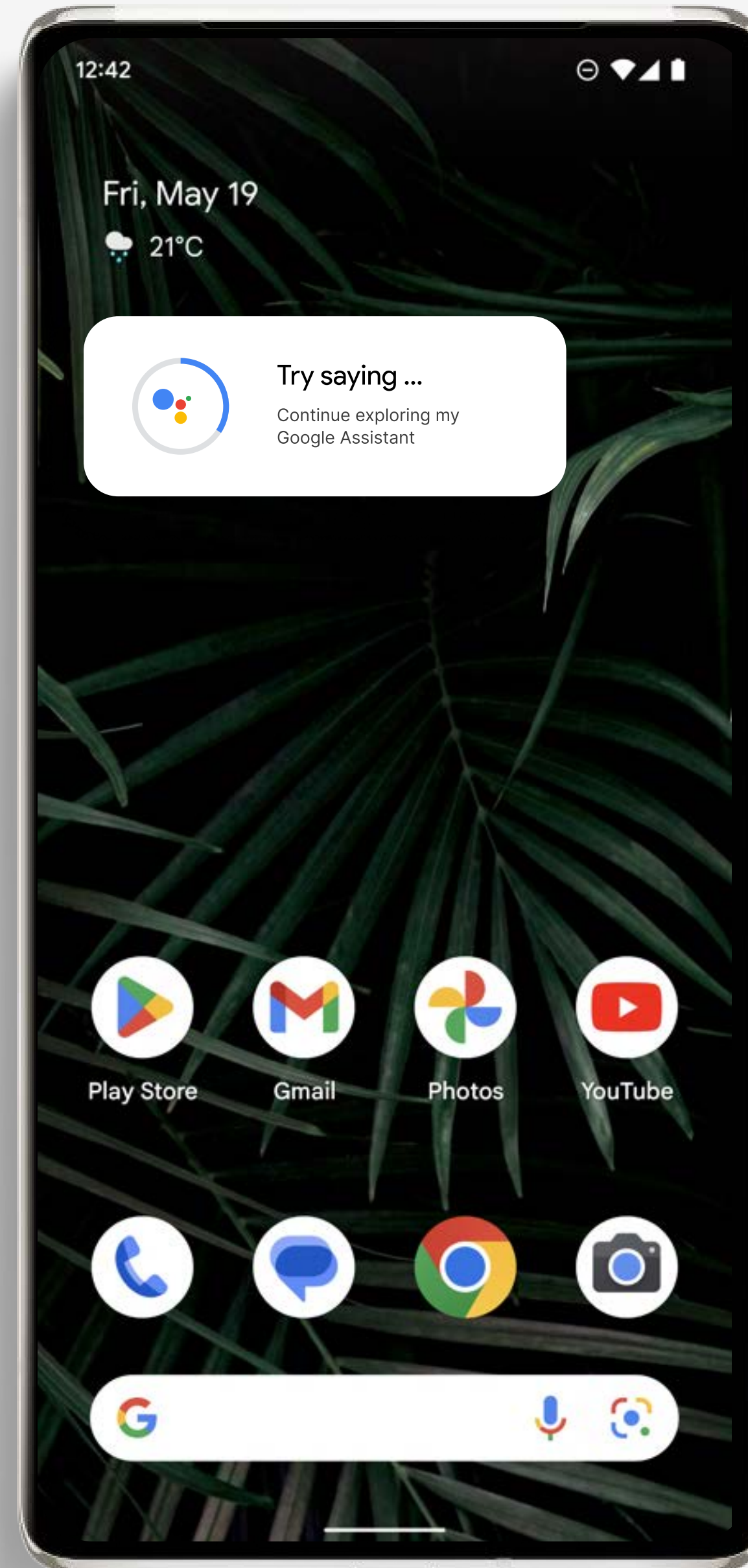
Learning by Doing

Concept

Gamification

Scenario-based

Scenario-based

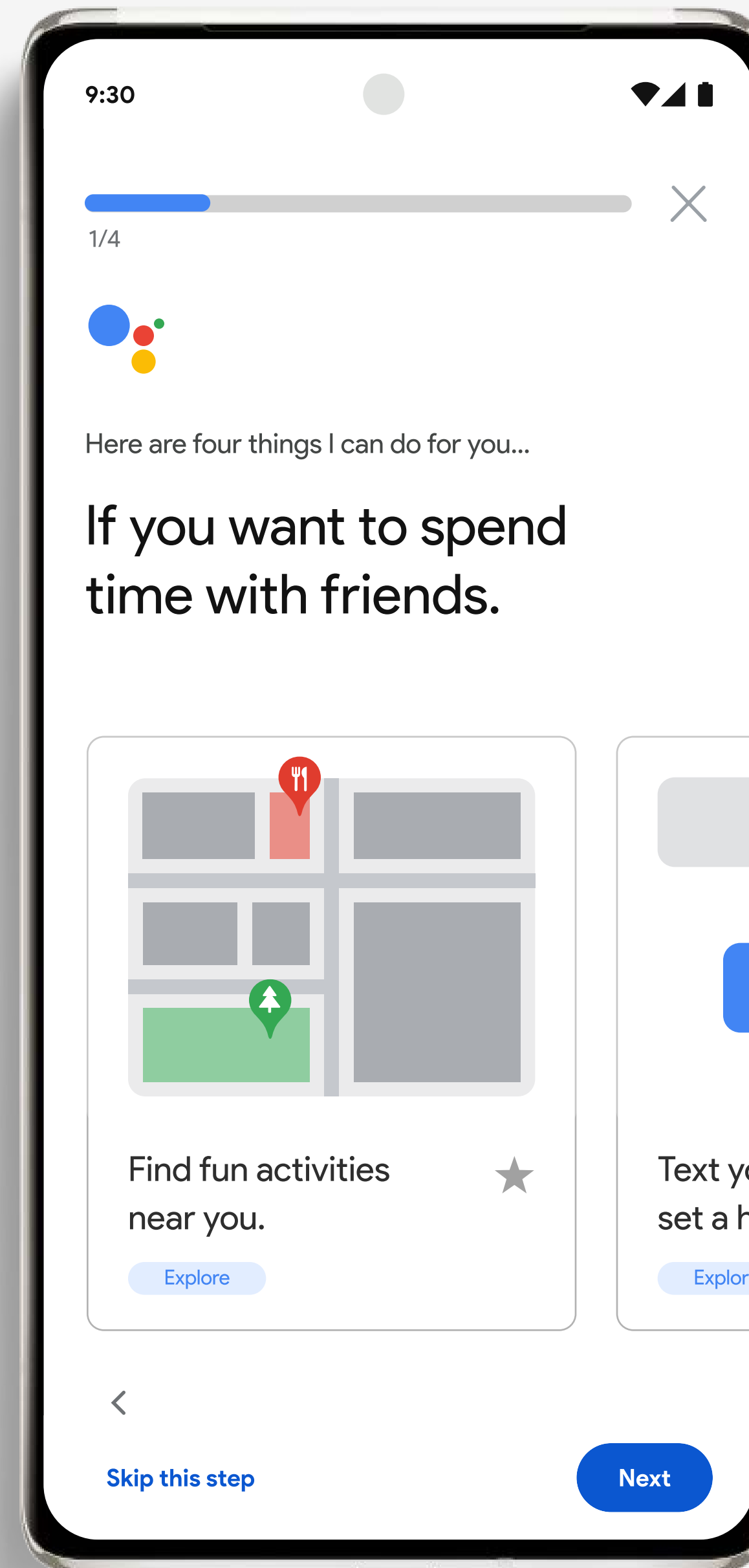


Concept

Gamification

Scenario-based

Scenario-based

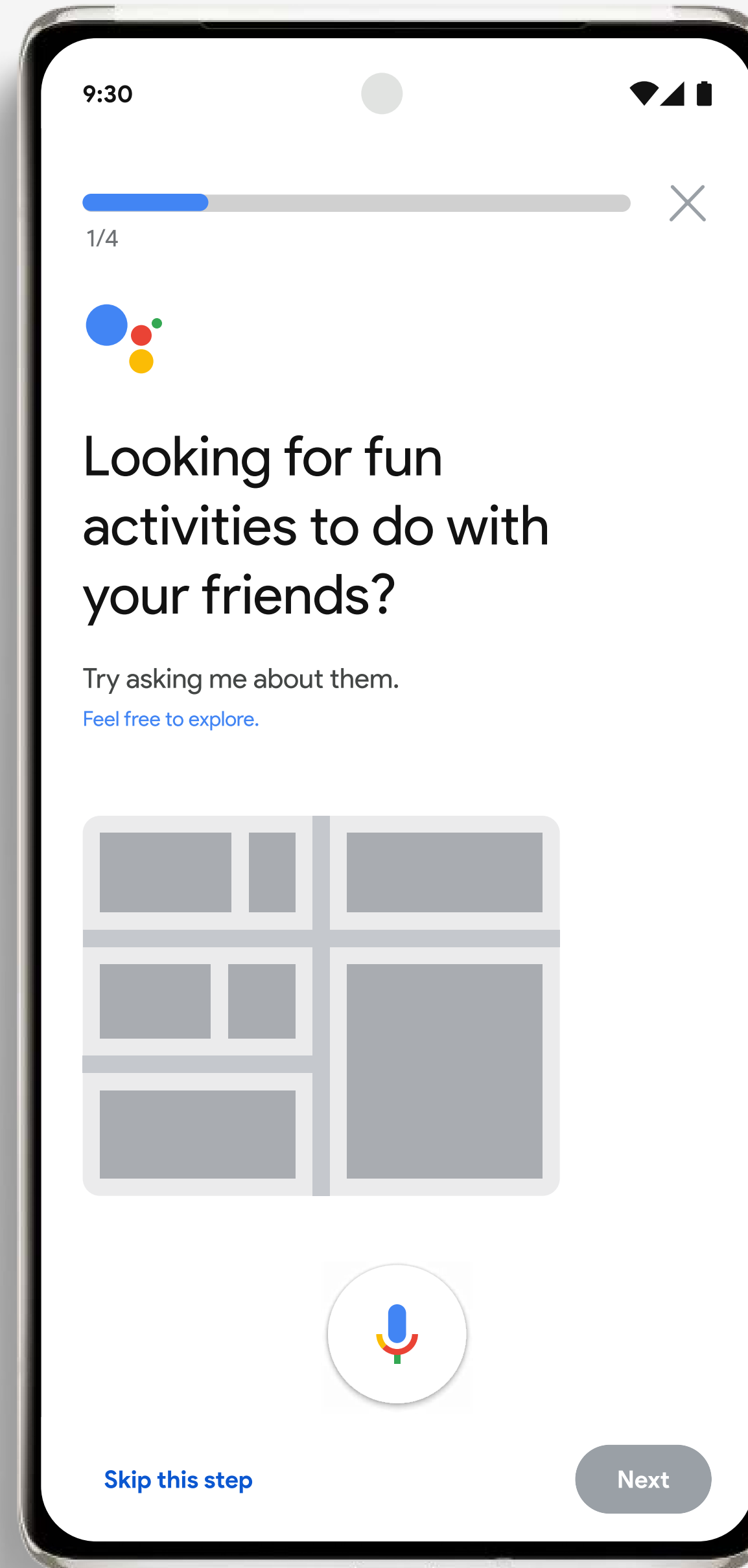


Concept

Gamification

Scenario-based

Scenario-based

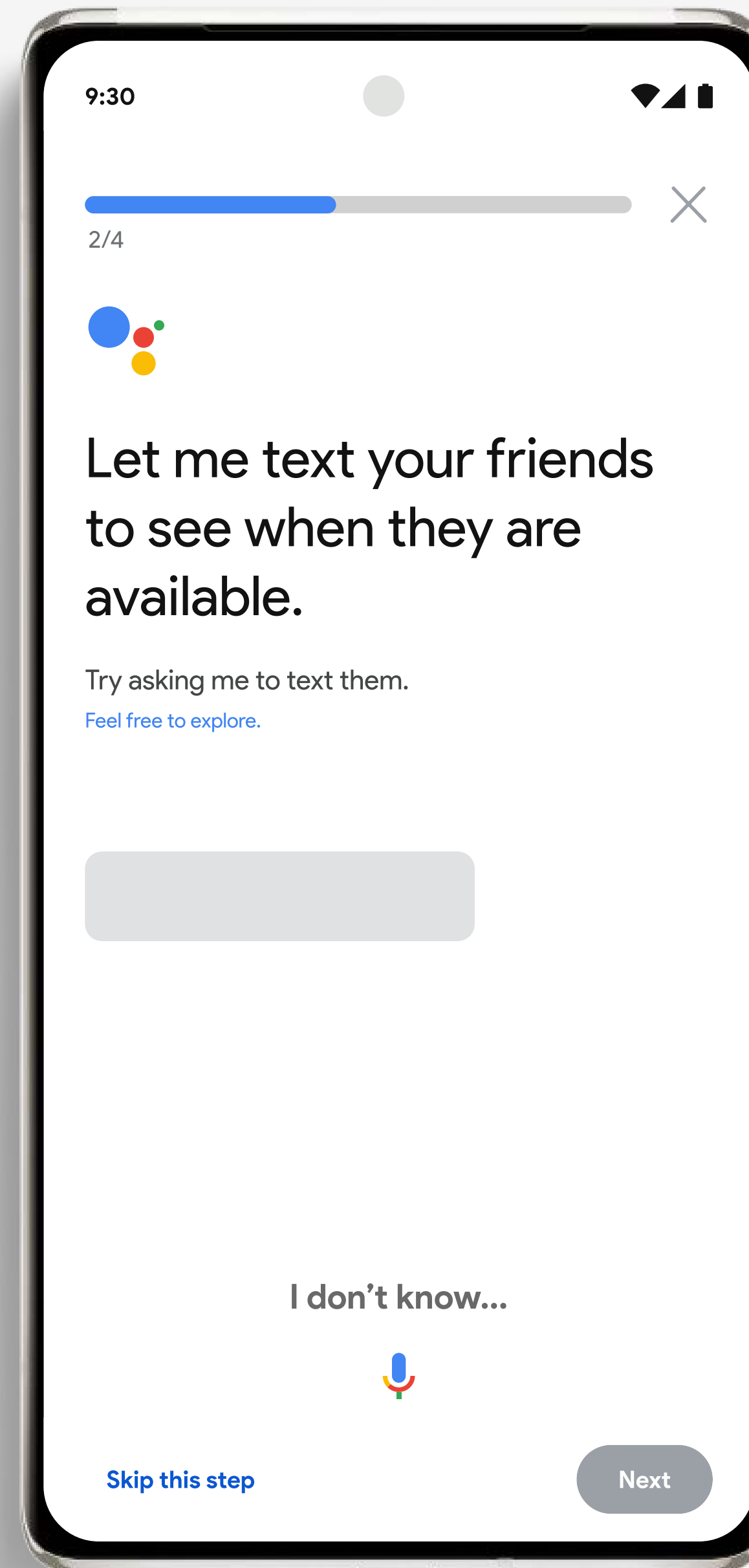


Concept

Gamification

Scenario-based

Scenario-based

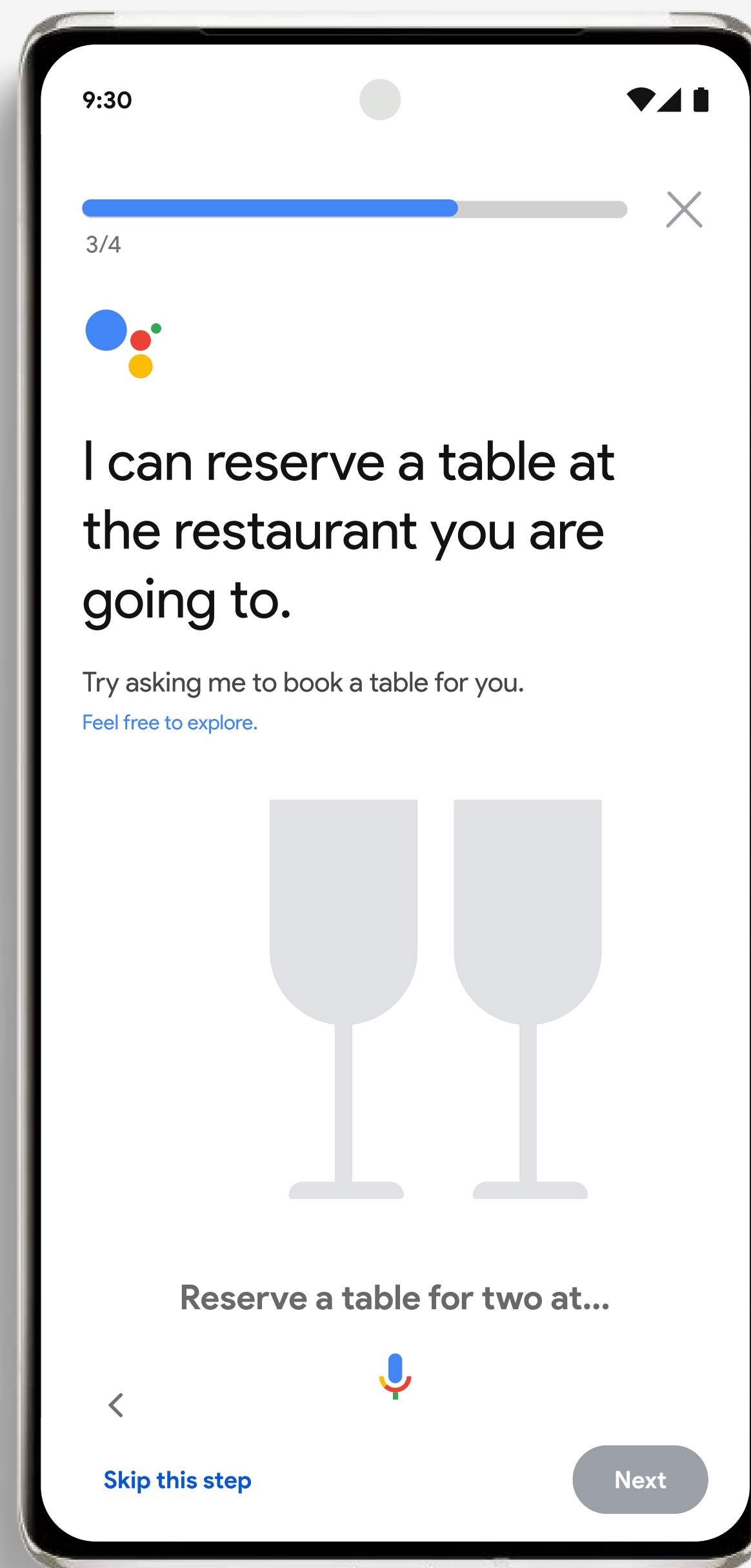


Concept

Gamification

Scenario-based

Scenario-based





But how will it help Marcus?

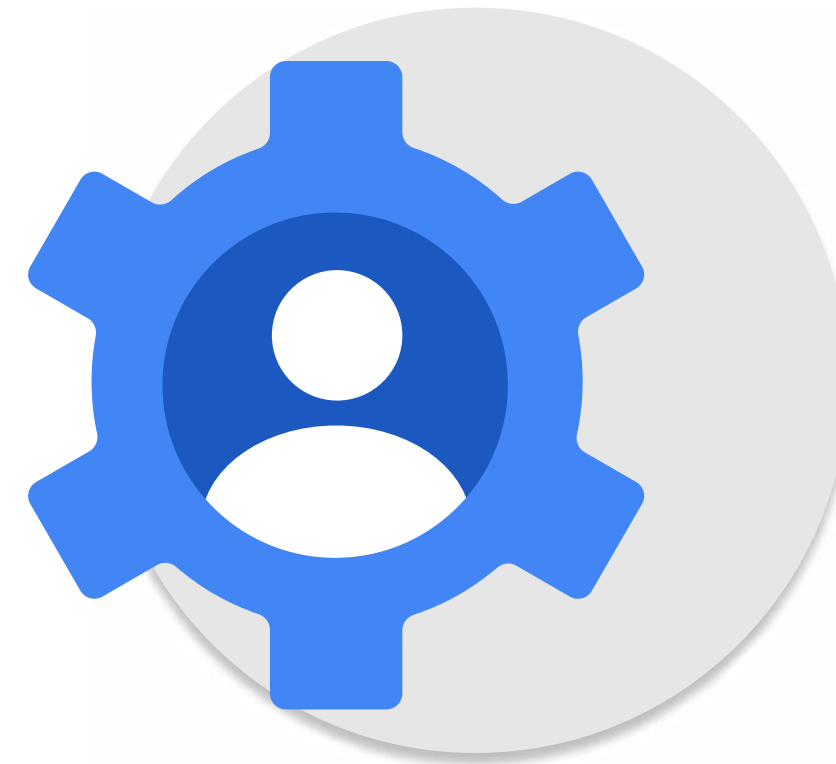
- Seamless integration
- Enjoyment and motivation
- Enhanced familiarity

Marcus's Story





Gamification



Personalization

Concept

Personalization

Scheduling



Scheduling

Concept

Personalization

Scheduling

Scheduling



Concept

Personalization

Scheduling

Scheduling



Concept

Personalization

Scheduling

Scheduling

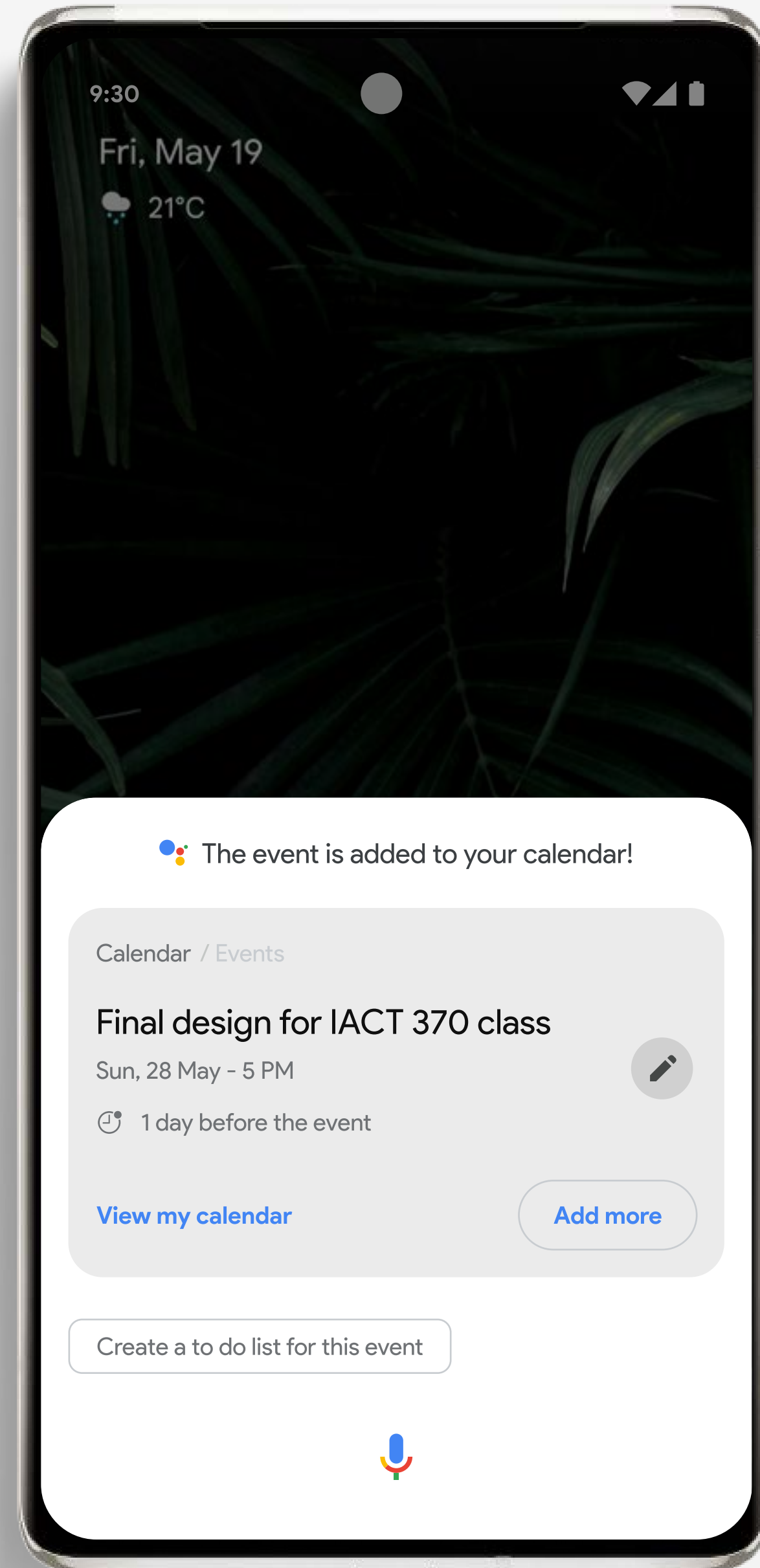


Concept

Personalization

Scheduling

Scheduling



Concept

Personalization

Suggestion

Concept

Personalization

Suggestion

Suggestion



Concept

Personalization

Suggestion

Suggestion



Concept

Personalization

Suggestion

Suggestion

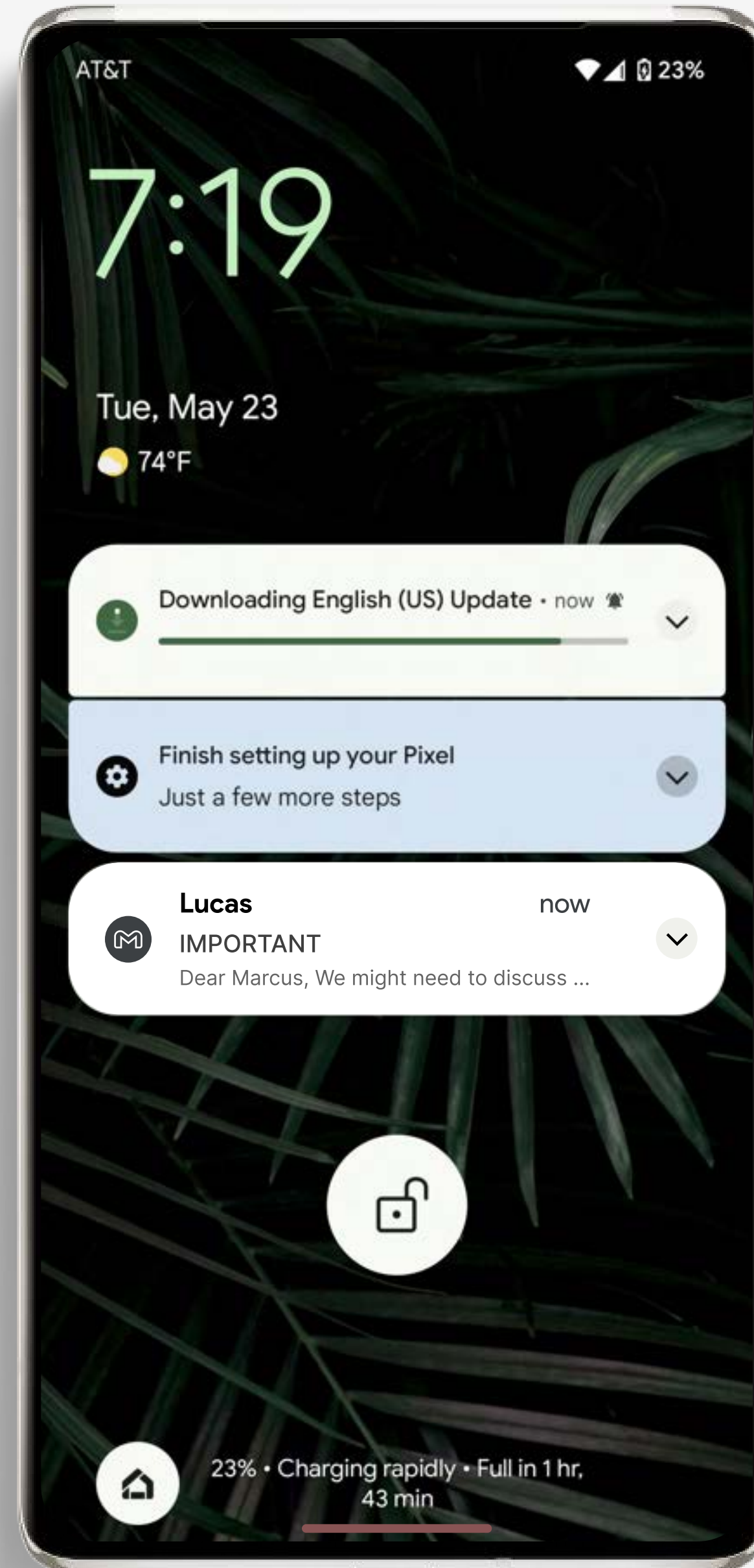


Concept

Personalization

Suggestion

Suggestion

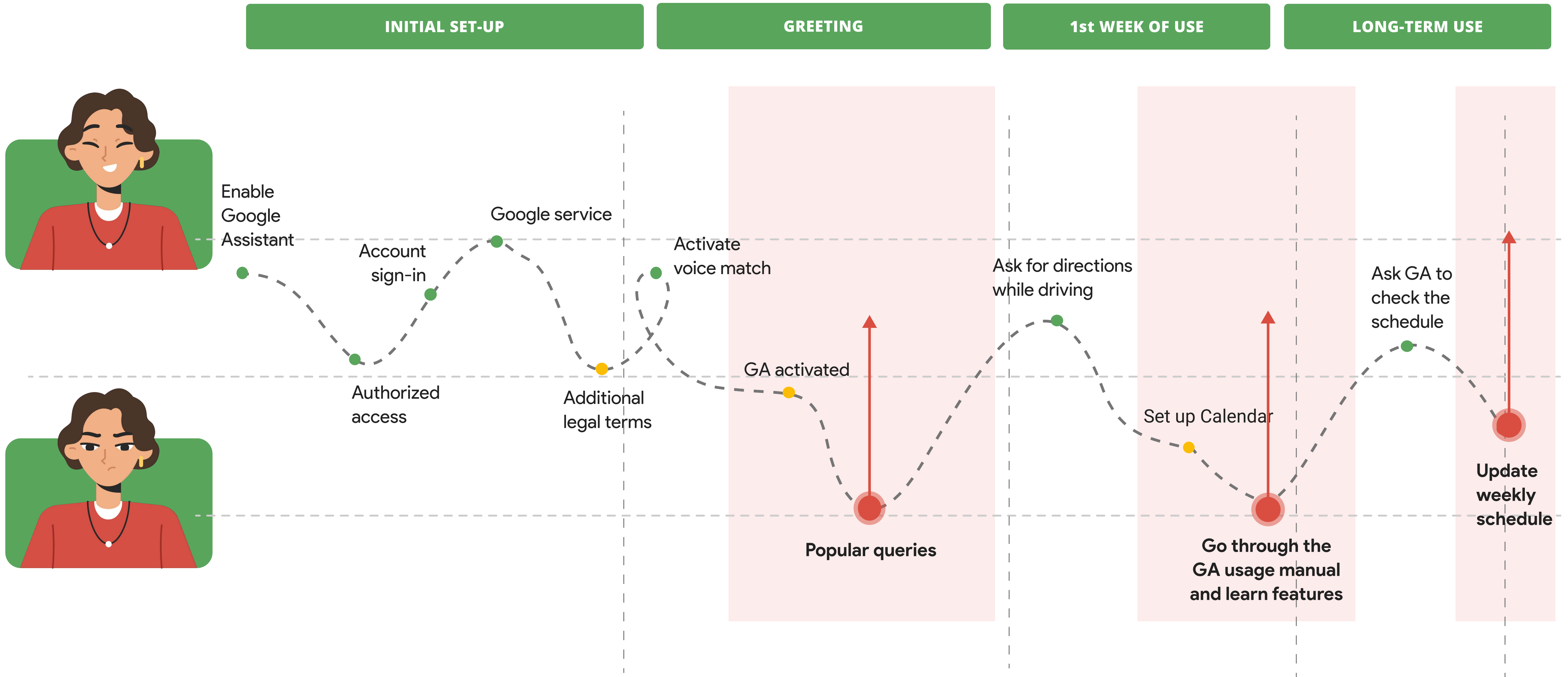


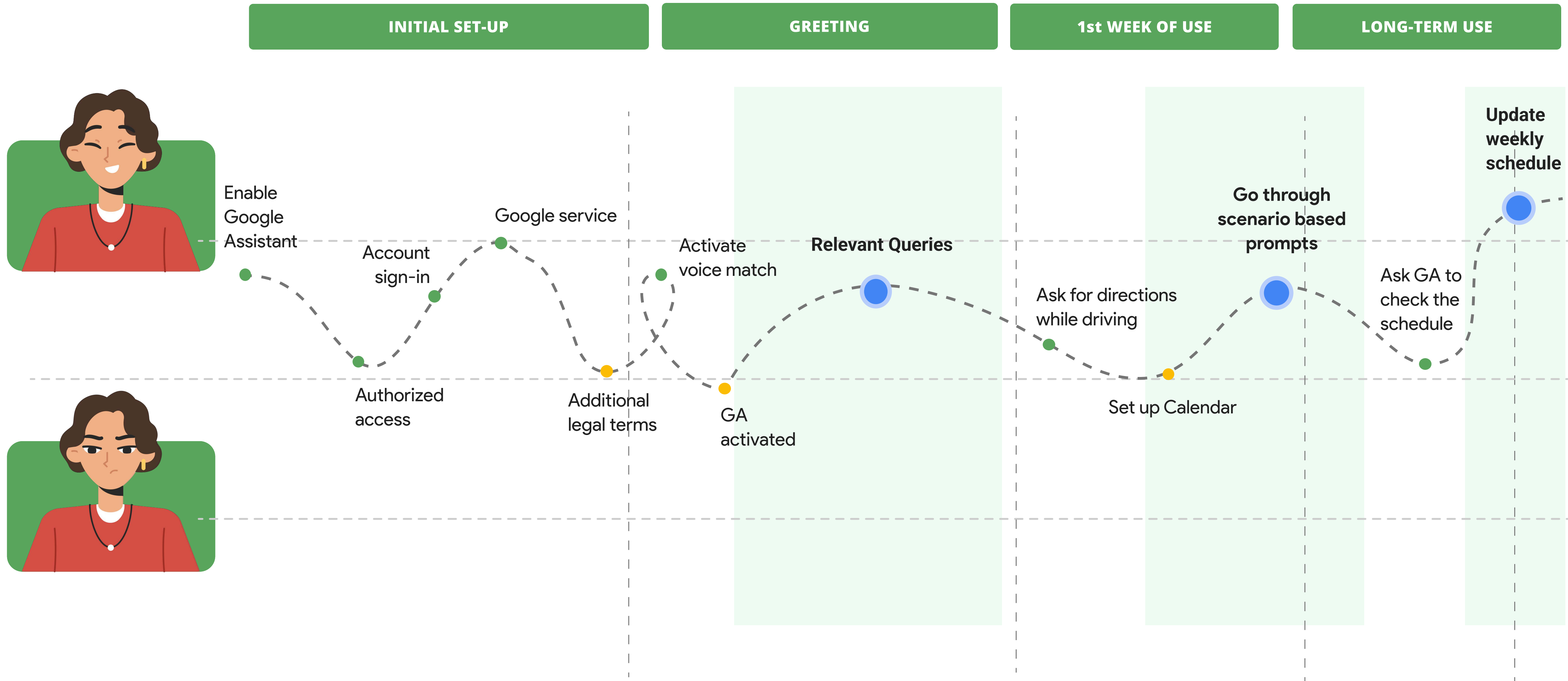


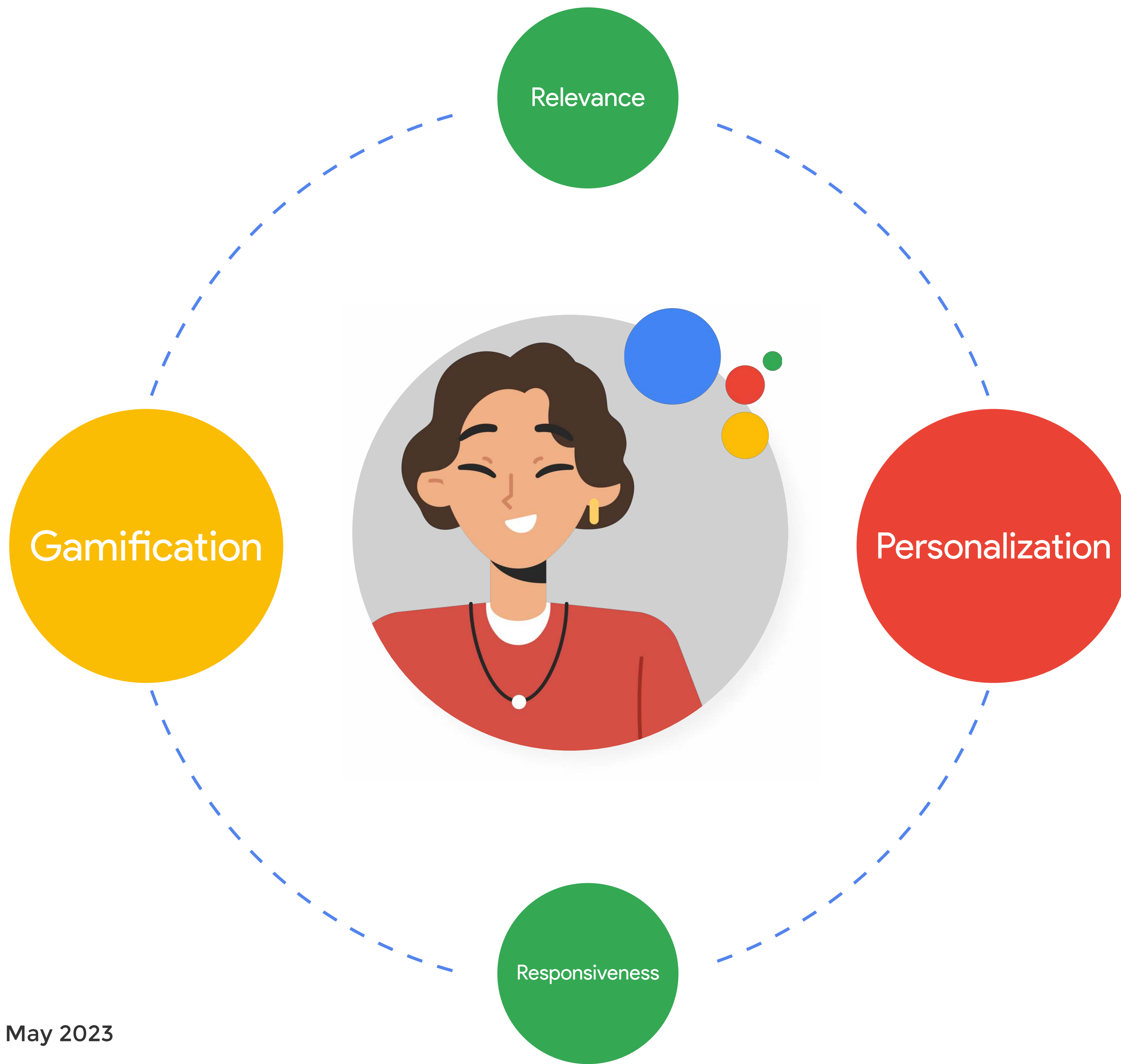
But how will it help Marcus?

- More organized and manageable schedule
- Timely reminders
- Personalization recommendations
- Better understanding

Journey Map










9:30



Fri, May 19

 21°C



Play Store



Gmail



Photos



YouTube



Alrighty, what deadlines do you have?



9:30



Fri, May 19

☁️ 21°C



Play Store



Gmail



Photos



YouTube



9:30



Fri, May 19

21°C



Play Store



Gmail



Photos



YouTube

What deadlines do you have?


“My paper is due on this
Wednesday at 10 pm”



9:30



Fri, May 19

 21°C



Play Store



Gmail



Photos



YouTube

 When do you want me to remind?

“2 hours before”

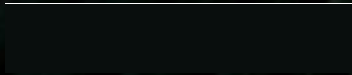


9:30



Fri, May 19

21°C



Play Store



Gmail



Photos



YouTube



Give me a moment to add the
event to your calendar...



9:30



Fri, May 19

21°C



The event is added to your calendar!

Calendar / Events

My paper

Wed, 24 May - 10 PM



2 hrs before the event

[View my calendar](#)

[Add more](#)

Create a to do list for this event



9:30



Fri, May 19

☁️ 21°C



Play Store



Gmail



Photos



YouTube

🔗 What events do you want to add?

“I need to submit my final design
for IACT 370 class on this Sunday
by 5 pm”

9:30



Fri, May 19

21°C



Play Store



Gmail



Photos



YouTube



When do you want me to remind
you of the event?

9:30



Fri, May 19

21°C



Play Store



Gmail



Photos



YouTube

When do you want me to remind?

“1 day before”

9:30



Fri, May 19

 The event is added to your calendar!

Calendar / Events

Final design for IACT 370 class

Sun, 28 May - 5 PM

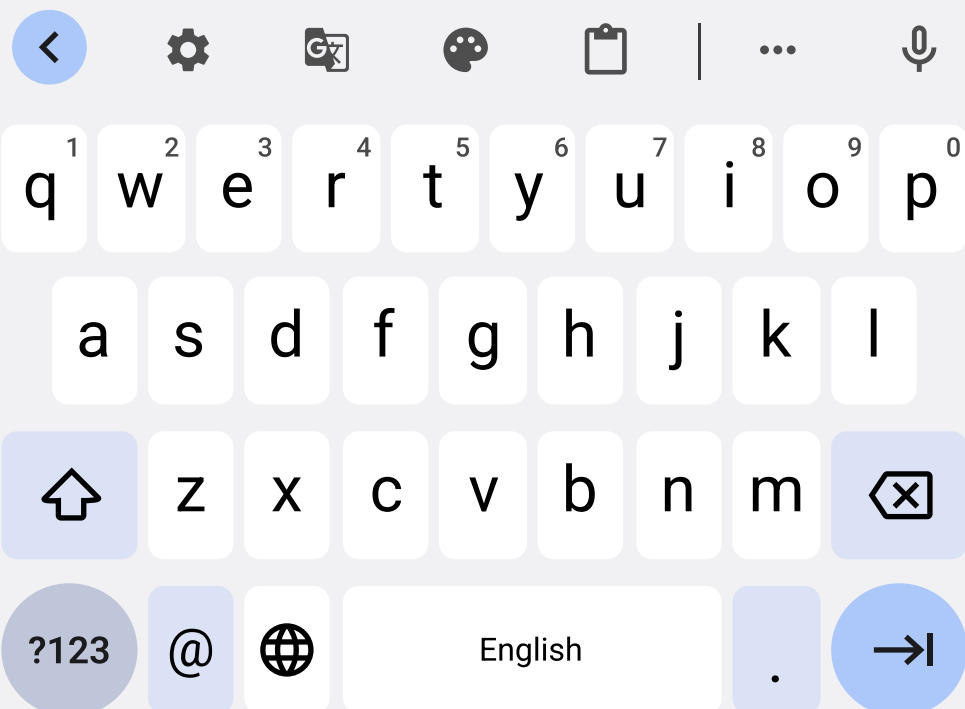


 1 day before the event

[View my calendar](#)

[Add more](#)

Create a to do list



9:30



Fri, May 19

21°C

Your edit is saved!

Calendar / Events

Final design for IACT 370 class

Sun, 28 May - 5 PM



1 day before the event

[View my calendar](#)

[Add more](#)

Create a to do list for this event



9:30



Fri, May 19

21°C



Play Store



Gmail



Photos



YouTube

I notice that you want...

“Sure, I have a math class during these time”



9:30



Fri, May 19

21°C

The event is added to your calendar!

Math class

Every Tue Thu, 3:00 - 4:00 PM

Do Not Disturb



[Edit Auto-Reply](#)



9:30



< Auto-Reply

Sorry, I'm busy right now. I'll call you back later.

save

← restaurants



Relevance ▾

Open now

Find a table

Cu



 Recommended for you, Marcus!



Your Pie Pizza ⓘ

Ad · 4.4 ★★★★★ (1,078)

Pizza · \$10–20 · 110 W Bryan St

Open · Closes 9 PM

✓ Dine-in · ✓ Drive-through · ✓ Delivery



Order online



Menu



Call



Directions



Clary's Cafe

4.6 ★★★★★ (3,679)



View map

11:30



Fri, May 19

☁️ 21°C



It's bed time
now...

Try "turn off the
light for me"



Play Store



Gmail



Photos



YouTube

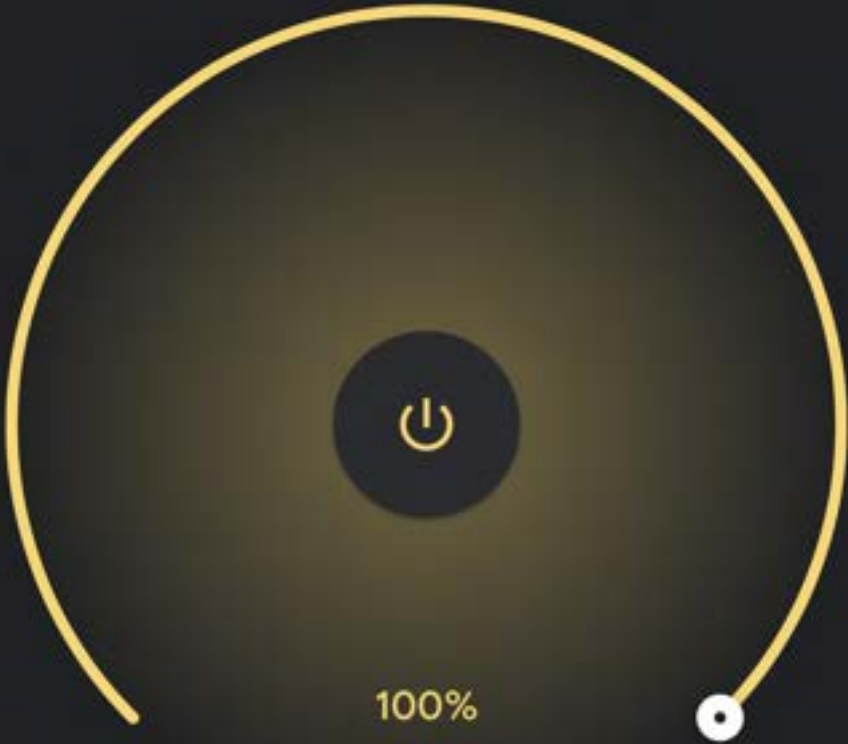


11:30



Bedside Table Lamp

Bedroom



100%

Brightness



Color



Hello MARCUS, This is a reminder for your meeting with Lucas on tomorrow, at 10AM.



Lucas@lucasye...

21:38PM



to me

Dear Marcus,

We might need to discuss the presentation details, the meeting time is at [10am tomorrow](#).

Tutor appointment

Friday, May 26 · 10:00 am – 12:30pm

Time zone: America/New_York

Google Meet joining info

[Video call link: https://meet.google.com/pyw-vpxv-fqz](https://meet.google.com/pyw-vpxv-fqz)

← Reply

↩ Reply all

➦ Forward



Add this event into
Calendar

Got it, thanks

Sounds







Time



Time



Effort




Effort



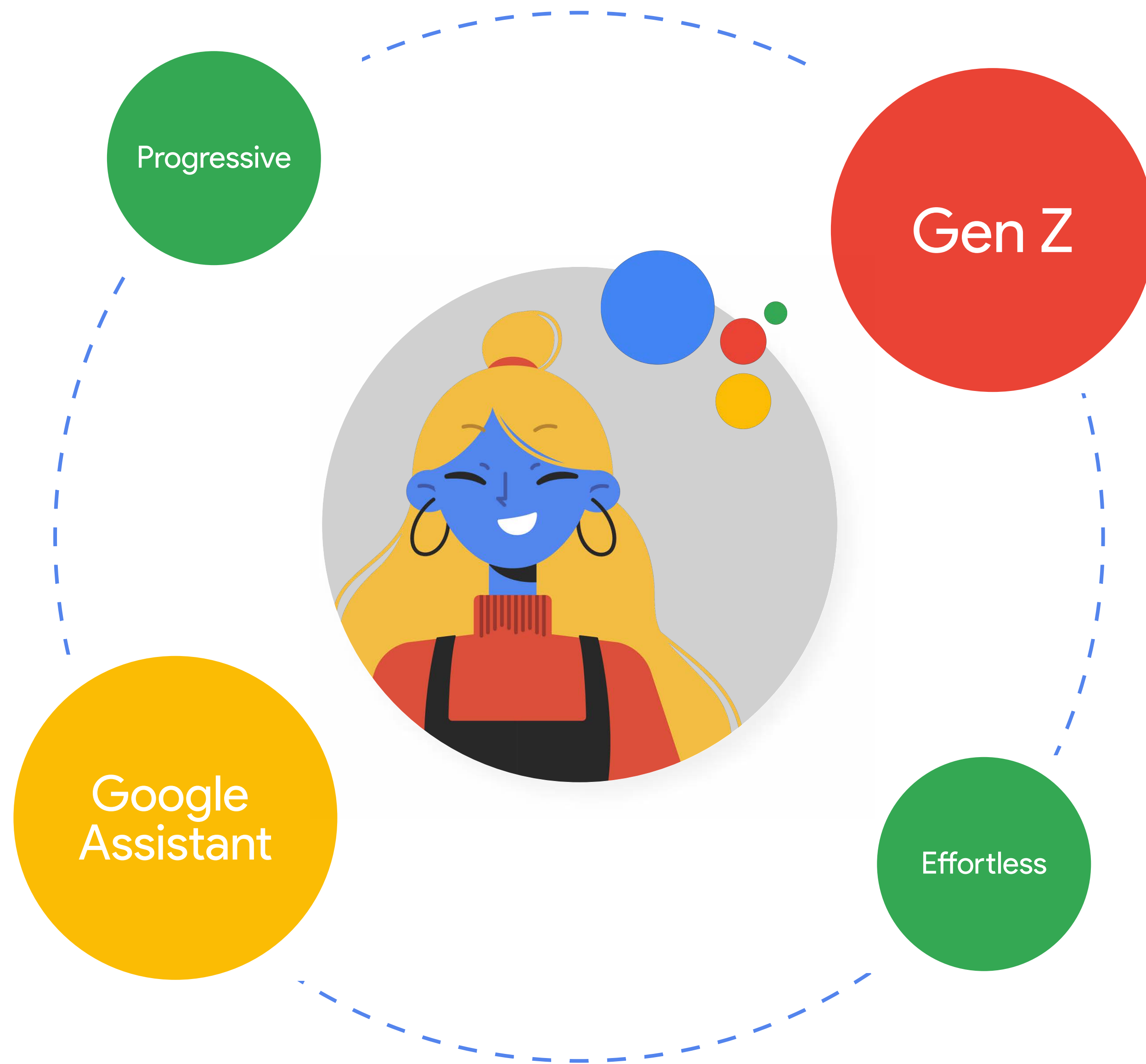






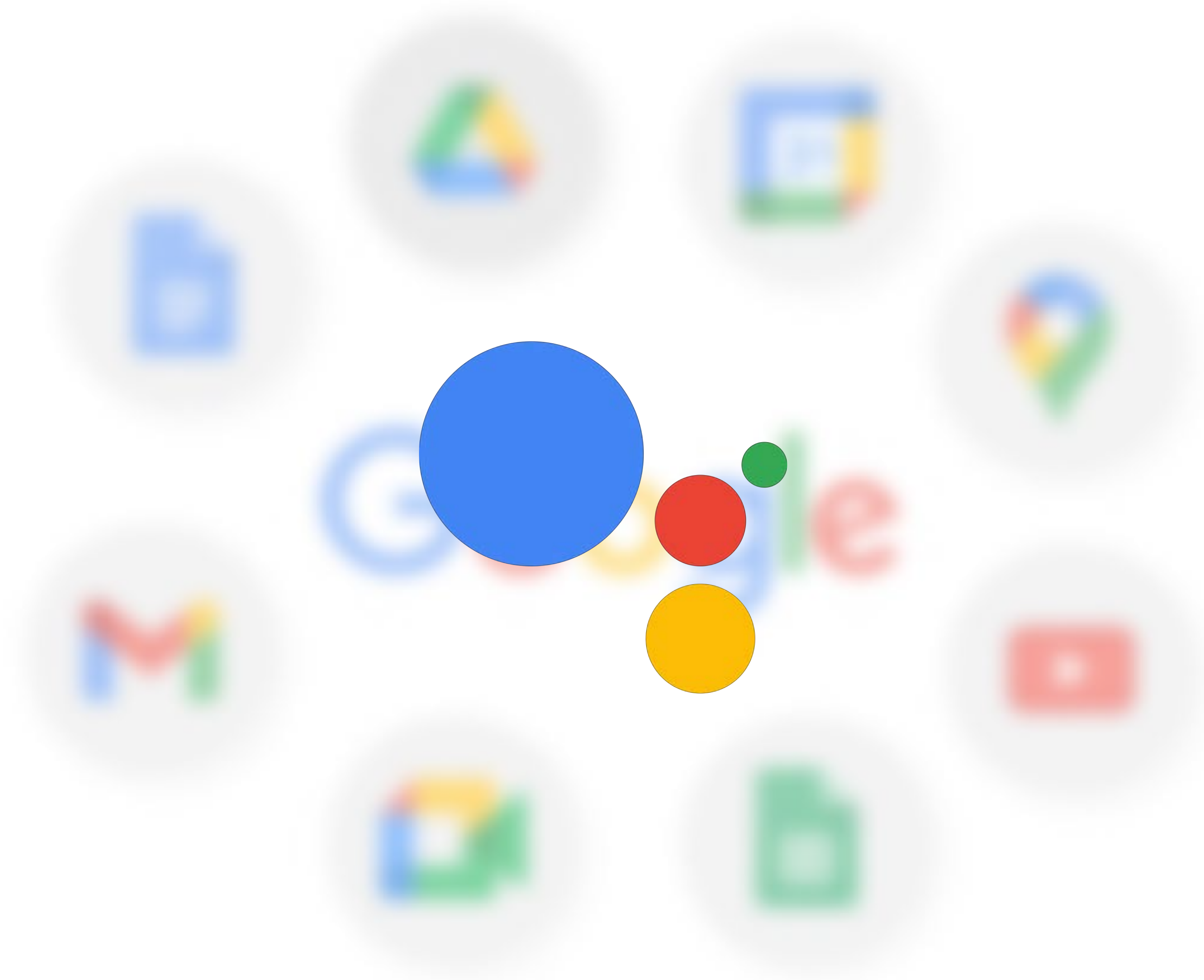


Google



Google





That's why Google Assistant is the
perfect sidekick.

Thank you!

Google Assistant can empower
Marcus to save the world.





Let's kick off our
Discussion Panel

