Hypothesis Testing

Overview

Participants

12

Method

1:1 Interviews

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Hypothesis Testing

Goals

1. Understand users' POV for each concept (gamification, personalization, usage history)
2. What do they think about our approach in the "We believe statement?"
3. Suggestions to improve the concepts (What excites them? What do they value?)

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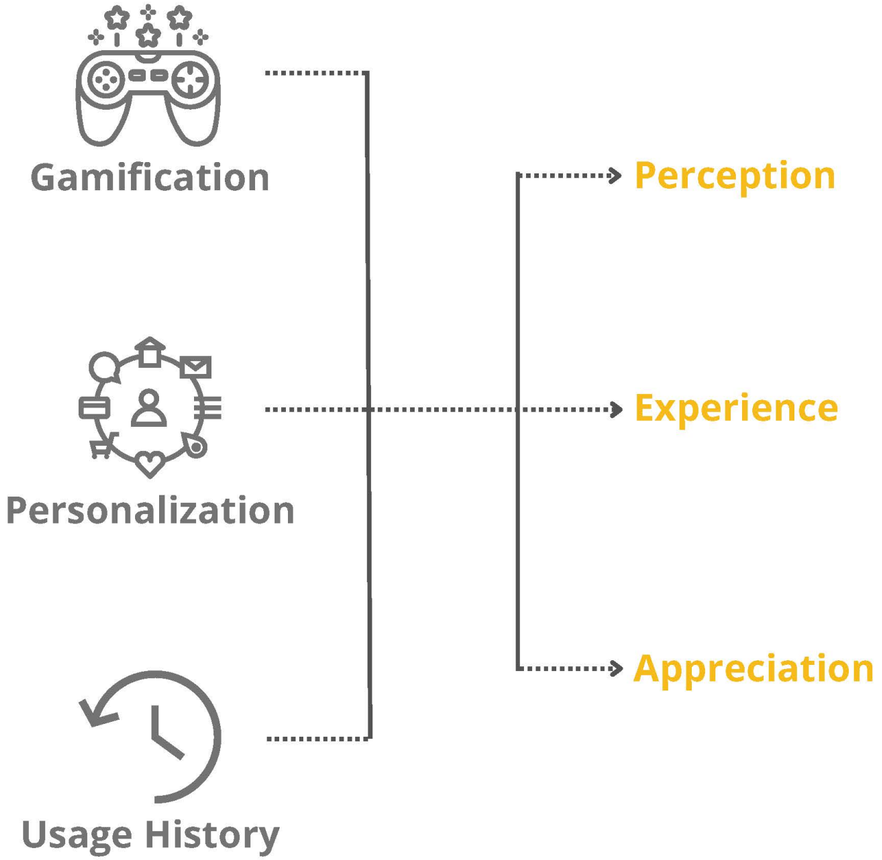
Hypothesis Testing

Goals



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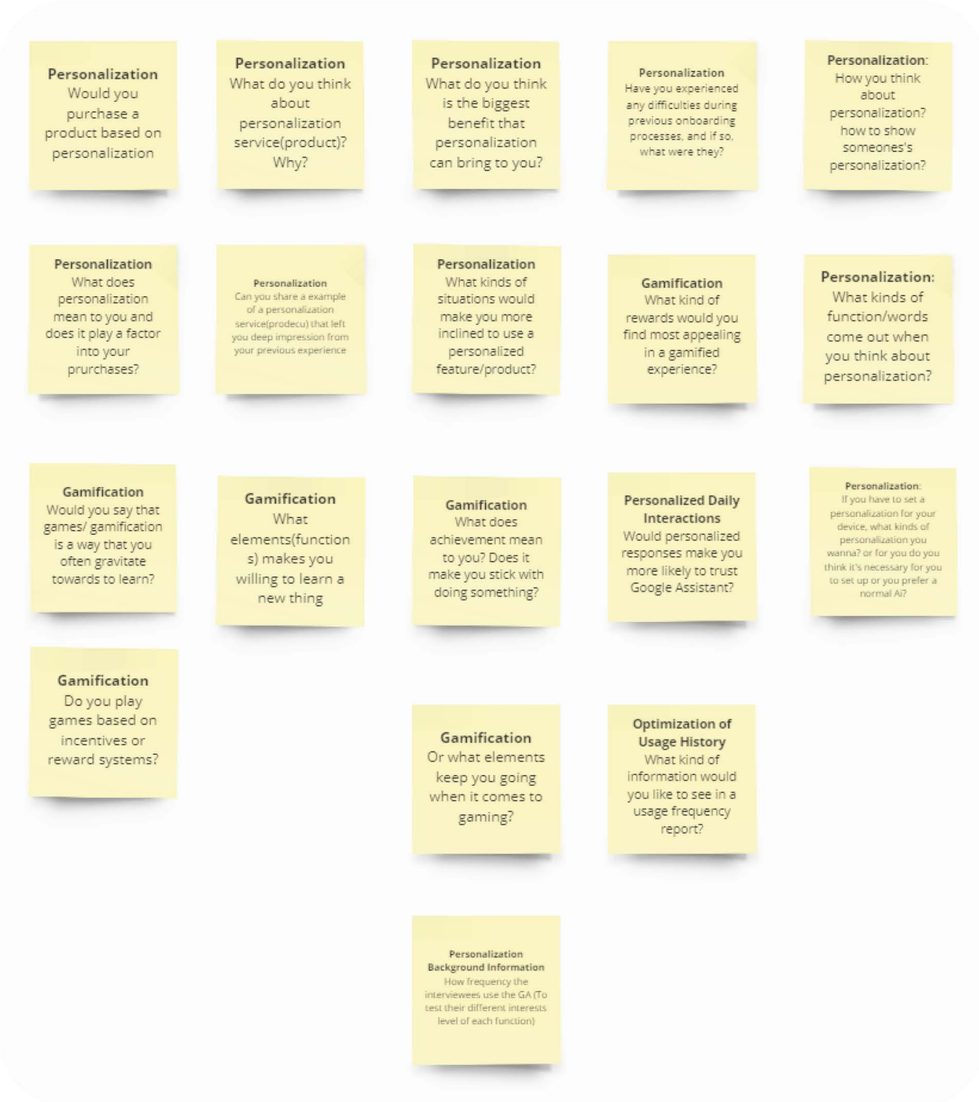
Hypothesis Testing

Questions



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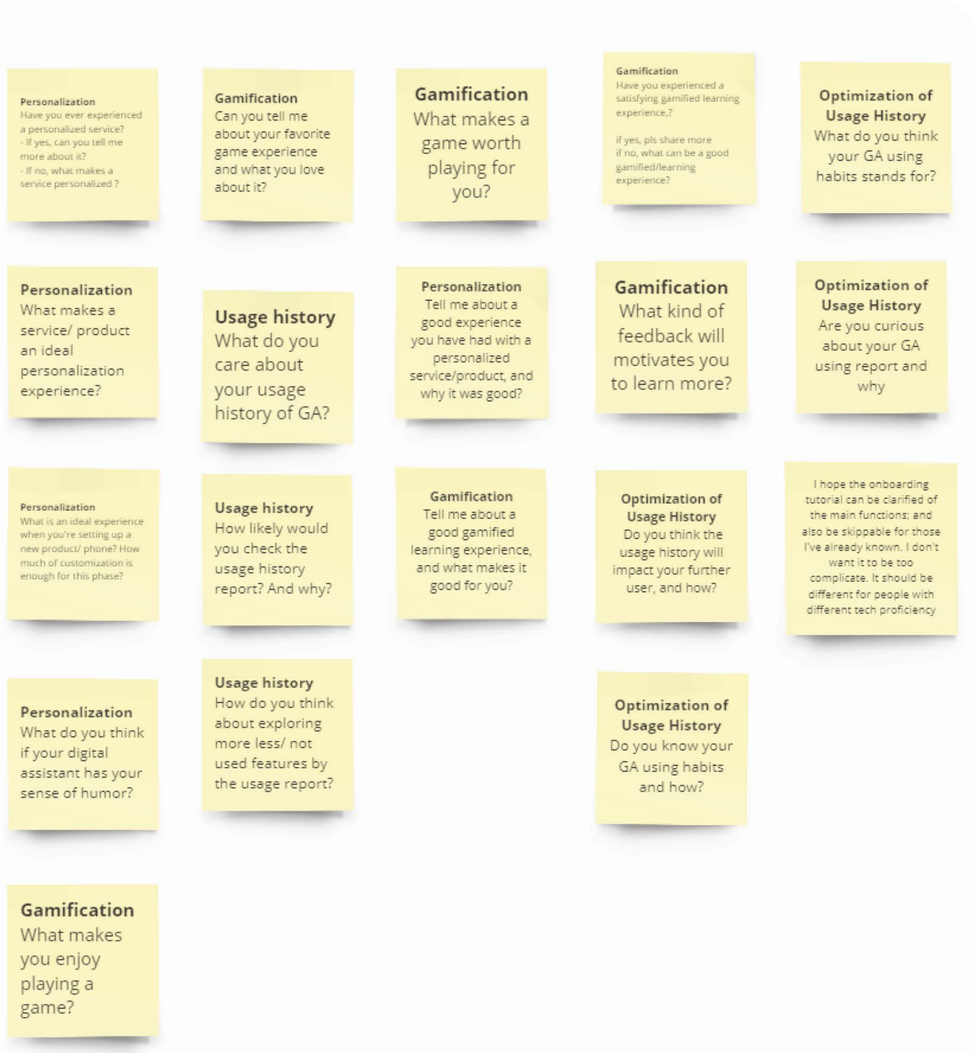
Questions



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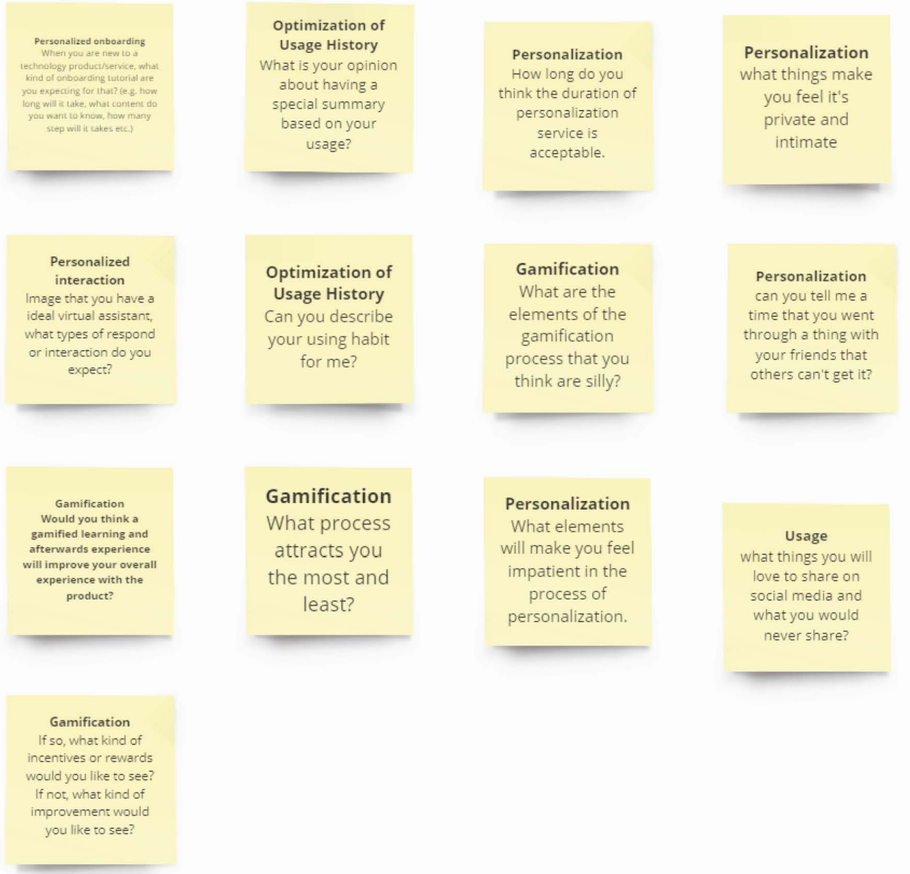
Questions



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Hypothesis Testing

Discussion Guide

Gamification

Q1. What elements (functions) make you willing to learn a new thing?

Q2. What does achievement mean to you? Does it make you stick with something?

Q3. What elements keep you going when it comes to gaming?

Q4. What kind of rewards would you find most appealing in a gamified experience?

Q5. What makes a game worth playing for you?

Q6. Tell me about a gamified learning experience you enjoyed and what makes it good for you.

Q7. Have you experienced a satisfying gamified learning experience?

a. If yes, please tell us about it.
b. If not, what can be a good gamified learning experience?

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Discussion Guide

Gamification

Q8. What kind of feedback motivates you to learn more?

Q9. Do you think gamified learning and great user experience will improve your overall perception of the product?

a. If so, what kind of incentives or rewards would you like to see? If not, what kind of improvement would you like to see?

Q10. What are some elements of gamification that you think are silly?

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Discussion Guide

Personalization

Q1. What kinds of functions/words come out when you think about personalization, and why?

Q2. Imagine you had an ideal virtual assistant, what types of responses or interactions do you expect, and why?

Q3. Have you ever experienced a personalized service or product? Did you have good or bad experiences? If yes, please tell us about it.
Q3.1. Can you share an example of a personalization service or product that left you a great impression from your previous experience?
Q3.2. What do you think is the biggest benefit of personalization?

Q4. When you are new to a technology product/service, what kind of onboarding tutorial are you expecting for that? (How long will it take? What content do you want to know? How many steps will it take?)

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Discussion Guide

Personalization

Q5. How long should the personalization service be active?

Q6. What is an ideal experience when setting up a new product/phone? How much customization is enough in this phase?

Q7. If you have to personalize a service on your device, what kinds of personalization do you want? Do you think it's necessary for you to set it up, or do you prefer a normal AI?

Q8. What do you think of digital assistants having a sense of humor?

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Hypothesis Testing

Discussion Guide

Usage History

Q1. Do you know your own using habits with GA, and how do you know?

Q2. What do you think your using habits stand for?

Q3. Are you curious or interested in your GA showing your usage report? If so, can you tell me why?

Q4. Do you think the usage history will impact your further usage, and how?

Q5. Do you think seeing usage history reports can motivate you to explore unused functions?

Q6. What kind of information would you like to see in a usage frequency report?

Q7. What would you like to share on social media, and what you would never share? (Spotify report, or other usage reports)

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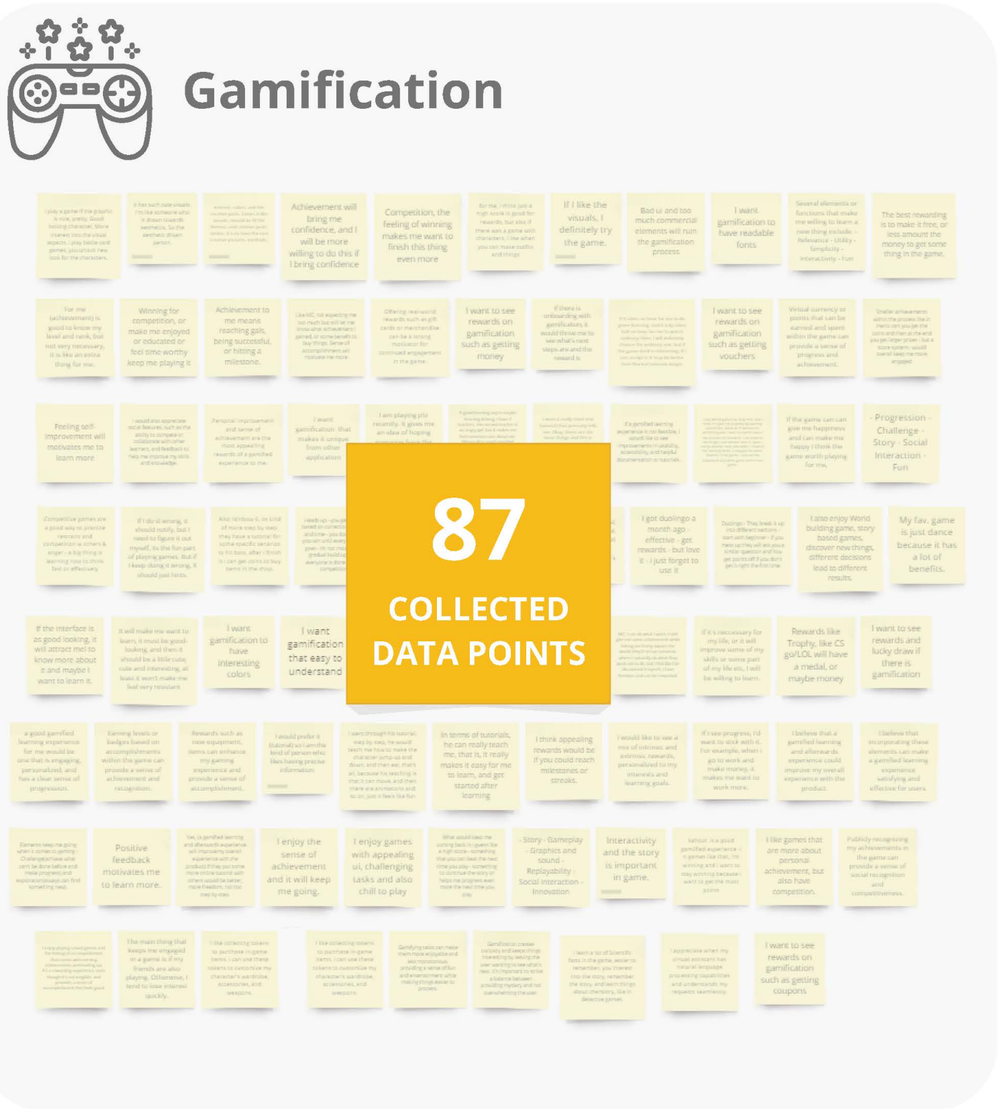
Hypothesis Testing

Responses



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Hypothesis Testing

Responses

Personalization

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Hypothesis Testing

Responses

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Hypothesis Testing

Responses

Affinitization

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Hypothesis Testing

Responses

Affinitization

Personalization

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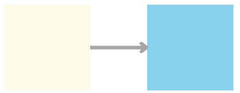
Responses

Affinitization



Usage History

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Responses

Affinitization

Gamification

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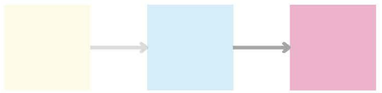

Personalization

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Hypothesis Testing

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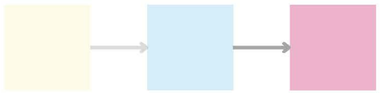

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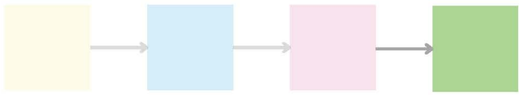

Gamification

Users are more likely to try and learn new games if they are presented with **upfront benefits** (rewards) that align with their interests in **freedom** (choices) and **creativity** (narrative, visuals). (23)

Users enjoy being rewarded by a **point system** that enables them to level up and

5
THEMES

Users derive satisfaction from **reaching milestones** in games which contributes to a sense of winning and increases their willingness to engage further. (19)

Users derive satisfaction from engaging in **multiplayer gameplay** with friends and publicly **sharing their achievements**, which fosters a sense of social recognition and enhances their overall experience. (8)

such as hints and tutorials, particularly when exploring new features or encountering challenges within a game. (9)

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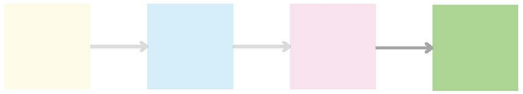

Personalization

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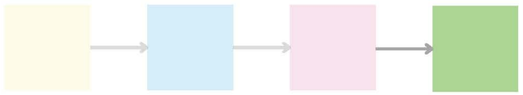

Usage History

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Hypothesis Testing

Insights

Gamification

- Users value short, clear, and accessible guidance.
- Users love the free exploring process based on their preferences.
- Users are more likely to try and learn new skills if they are presented with upfront benefits that align with their interests.
- Users derive satisfaction from reaching milestones in the gamified process, which provides a sense of winning.
- Users want a continuous process that they can update and make new progress.

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Hypothesis Testing

Insights

Personalization

- Users appreciate that personalization allows them to express individuality by providing tailored feedback loops in conversations.
- Users prefer personalization options in a quick and accessible set-up stage with seamless integration in their daily lives.
- Users want personalization features that enable them to reduce unnecessary notifications - focus on important tasks.
- Users appreciate customized recommendations that align with their preferences and save valuable time and effort.
- Users want Google Assistant to continuously understand users better throughout the experience.

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Hypothesis Testing

Insights

Usage History

- Users are interested in checking their usage history reports.
- Most users are only interested in the most used features.
- Users said the usage report may not be their further use.
- Users are interested in sharing their usage history if it shows interesting aspects of their life or values unique insights, or if it ensures the protection of their personal information.

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Guiding Principles

Through the research and testing process, we obtained a better understanding of users' pains and needs, so we created 5 guiding principles for further product development.

- Relevant narrative
- Efficient & effort-saving
- Clear and easy
- Accessible to revisit
- Positive and engaging feedback

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Testing Analysis

From Responses

Gamification

Users want a gamified learning process with a story.
- Users: engaged?
- Adj: with the storyline

Users want interesting visuals (graphics, motion), cute elements, and easily accessible games.
- Users: feel engaged and happy
- Adj: appealing, engaging, interesting, cute, accessible

Users want the gamified process to be effortless and easy to understand.
- Adj: doesn't take too long, easy to complete/win

Users want a gamified experience with milestones that give fulfillment.
- Users: feel confident, accomplished, self-improving
- Adj: clear sense of progression, positive feedback, positive reinforcement

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Testing Analysis

From Responses

Gamification

Users want to learn the skill related to their life.

- Adj: personalized

Users want to be free to explore and not limited.

- Adj: not mandatory or step-by-step, rather flexible

Users want a continuous personal process. Someone said, "What would keep me coming back is something that you can beat the next time you play - something that helps me progress even more the next time."

- Adj: progress, continuous updates

Users want a gamification process that creates curiosity and mystery, it's appealing to users to see what's next.

- Users: curious
- Adj: mystery

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Testing Analysis

From Responses

Personalization

Users want to express their individuality through the service (GA) and they use visuals and audio interactions that align with their aesthetics and interest.

- User: deeper sense of connection, engagement, and loyalty
- Adj: unique, customizable, adjustable

Users want to have personalized entertainment recommendations (music, news) that save them time and effort.

- User: understood, satisfied, surprised
- Adj: efficient, accurate

Users want to be updated with content that is relevant to their interests.

- User: trendy, wise, up-to-date, new, relaxed
- Adj: informative, concise, entertaining, friendly

Users want their communication tactics to be optimized, ensuring all the messages are received and delivered to them.

- User: understood, heard
- Adj: informative, friendly/ professional, diverse

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Testing Analysis

From Responses

Personalization

Users want to stay more focused on important tasks and want to take important things more seriously.

- User: affirmative, serious, important
- Adj: professional, accurate, precise, informative, helpful, guiding, approachable

Users want to be heard and receive thoughtful responses when they ask emotion-related questions.

- Users: understood, a deeper sense of connection
- Adj: trustworthy, friendly, listening

Users want GA to help them with time management.

- Users: productive, time-saving, stay focused
- Adj: supportive, scheduling, reminding

Users want GA to reduce unnecessary tasks and notifications.

- Users: focused, efficient, organized
- Adj: helpful, time-effective, organized

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Testing Analysis

From Responses

Personalization

Users want humorous responses to be adjustable, and appropriate according to different circumstances.

- Users: entertained, relaxed
- Adj: reflective

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Testing Analysis

From Responses

Usage History

Users are willing to share usage reports if they're fun, impressive, and express individuality, but no personal/ sensitive information.

- User: express themselves, connect with others
- Adj: fun, personalized, no privacy issues

Users are curious about the usage report to know what exactly they have used it for. Someone said, "You are not always aware of what you asked your phone to do."

- Feature: most used, what have been doing, how much time spent

Users want to save their records for further use and easily transfer their reports to a new phone.

- User: sense of control
- Adj: save, record, transfer

Users want to see usage reports to improve future use.

- Not satisfied/happy with some results, but the report makes them want to improve in the future

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