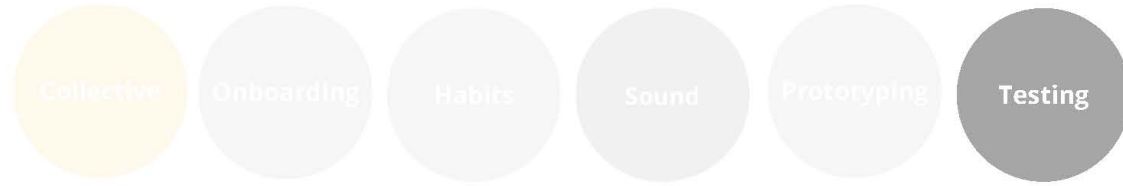


Team:



# Hypothesis Testing

Overview

Participants



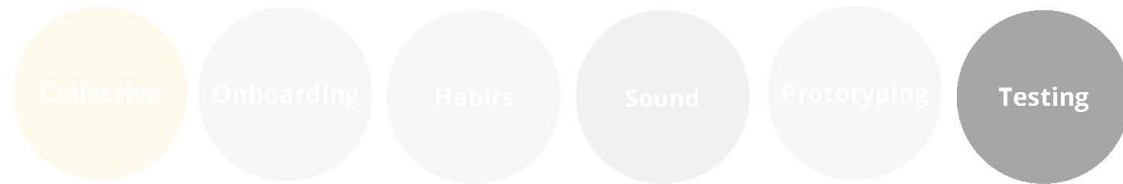
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Method



1:1 Interviews

Team:

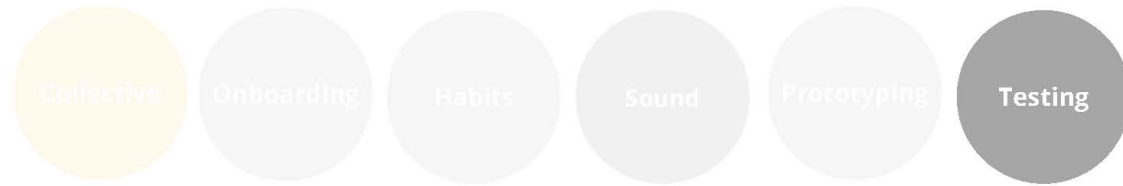


# Hypothesis Testing

Goals

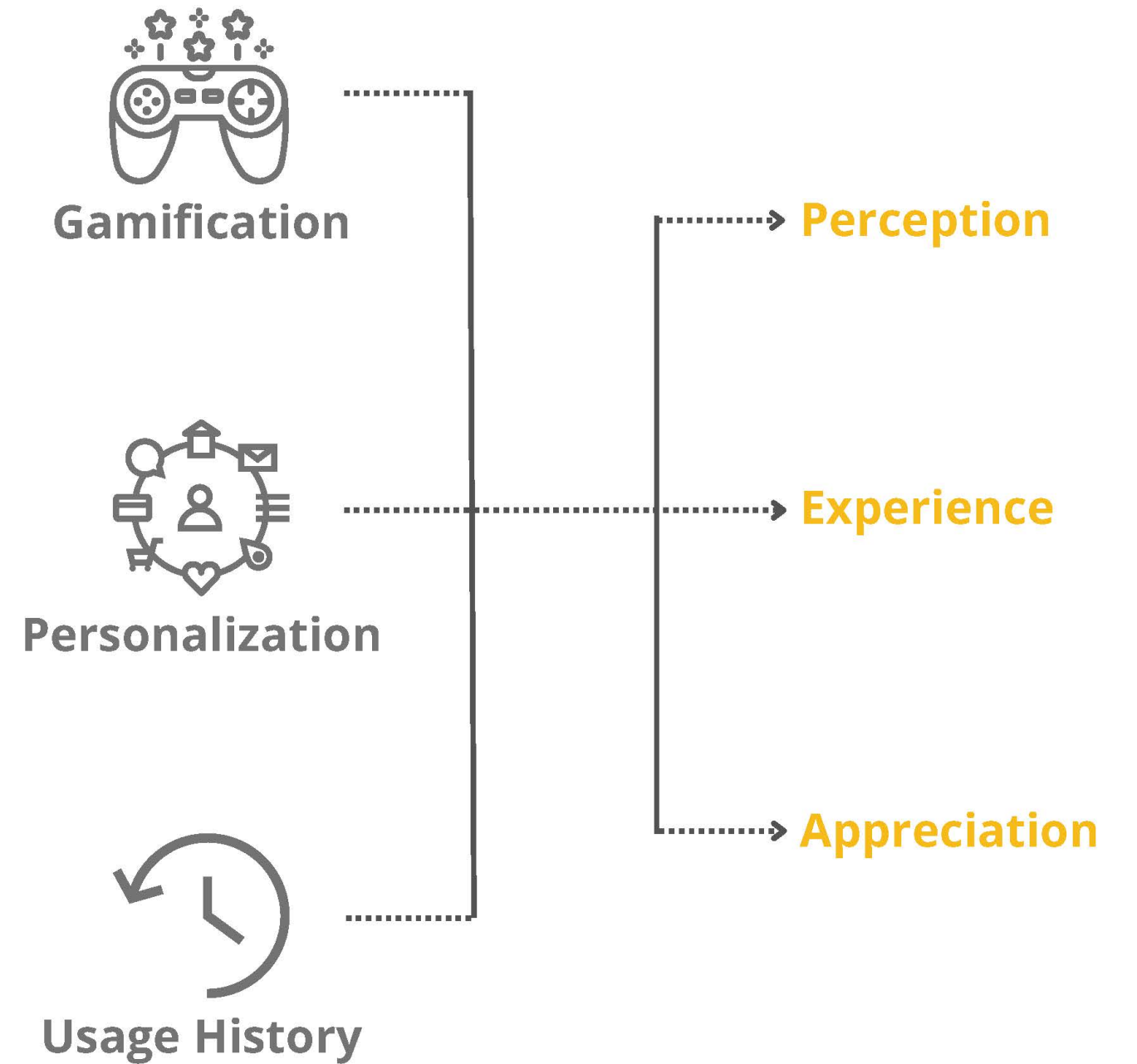
- 1 Understand users' POV for each concept (gamification, personalization, usage history)
- 2 What do they think about our approach in the "We believe statement?"
- 3 Suggestions to improve the concepts (What excites them? What do they value?)

Team:

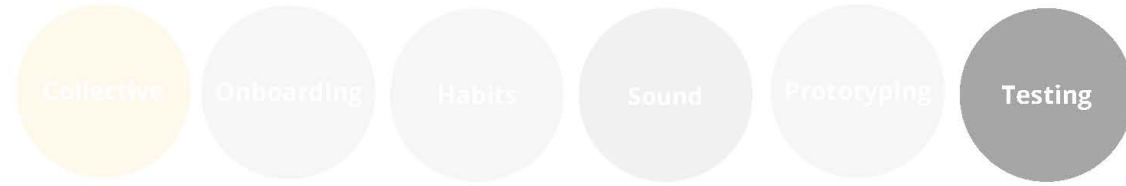


# Hypothesis Testing

Goals



Team:



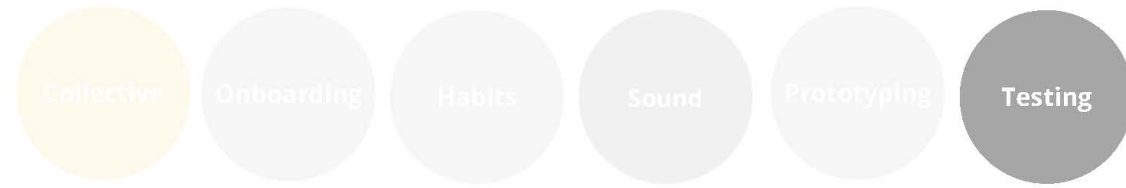
# Hypothesis Testing

Questions

- Personalization**  
Would you purchase a product based on personalization
- Personalization**  
What do you think about personalization service(product)? Why?
- Personalization**  
What do you think is the biggest benefit that personalization can bring to you?
- Personalization**  
Have you experienced any difficulties during previous onboarding processes, and if so, what were they?
- Personalization:**  
How do you think about personalization? how to show someone's personalization?
- Personalization**  
What does personalization mean to you and does it play a factor into your purchases?
- Personalization**  
Can you share an example of a personalization service(product) that left you deep impression from your previous experience
- Personalization**  
What kinds of situations would make you more inclined to use a personalized feature/product?
- Gamification**  
What kind of rewards would you find most appealing in a gamified experience?
- Personalization:**  
What kinds of function/words come out when you think about personalization?
- Gamification**  
Would you say that games/ gamification is a way that you often gravitate towards to learn?
- Gamification**  
What elements(functions) makes you willing to learn a new thing
- Gamification**  
What does achievement mean to you? Does it make you stick with doing something?
- Personalized Daily Interactions**  
Would personalized responses make you more likely to trust Google Assistant?
- Personalization:**  
If you have to set a personalization for your device, what kinds of personalization you wanna? or for you do you think it's necessary for you to set up or you prefer a normal AI?
- Gamification**  
Do you play games based on incentives or reward systems?
- Gamification**  
Or what elements keep you going when it comes to gaming?
- Optimization of Usage History**  
What kind of information would you like to see in a usage frequency report?
- Personalization Background Information**  
How frequently the interviewees use the GA (To test their different interests level of each function)



Team:



# Hypothesis Testing

Questions

**Personalization**  
 Have you ever experienced a personalized service?  
 - If yes, can you tell me more about it?  
 - If no, what makes a service personalized?

**Gamification**  
 Can you tell me about your favorite game experience and what you love about it?

**Gamification**  
 What makes a game worth playing for you?

**Gamification**  
 Have you experienced a satisfying gamified learning experience?  
 if yes, pls share more if no, what can be a good gamified/learning experience?

**Optimization of Usage History**  
 What do you think your GA using habits stands for?

**Personalization**  
 What makes a service/ product an ideal personalization experience?

**Usage history**  
 What do you care about your usage history of GA?

**Personalization**  
 Tell me about a good experience you have had with a personalized service/product, and why it was good?

**Gamification**  
 What kind of feedback will motivates you to learn more?

**Optimization of Usage History**  
 Are you curious about your GA using report and why

**Personalization**  
 What is an ideal experience when you're setting up a new product/ phone? How much of customization is enough for this phase?

**Usage history**  
 How likely would you check the usage history report? And why?

**Gamification**  
 Tell me about a good gamified learning experience, and what makes it good for you?

**Optimization of Usage History**  
 Do you think the usage history will impact your further user, and how?

I hope the onboarding tutorial can be clarified of the main functions; and also be skippable for those I've already known. I don't want it to be too complicate. It should be different for people with different tech proficiency

**Personalization**  
 What do you think if your digital assistant has your sense of humor?

**Usage history**  
 How do you think about exploring more less/ not used features by the usage report?

**Optimization of Usage History**  
 Do you know your GA using habits and how?

**Gamification**  
 What makes you enjoy playing a game?

Team:

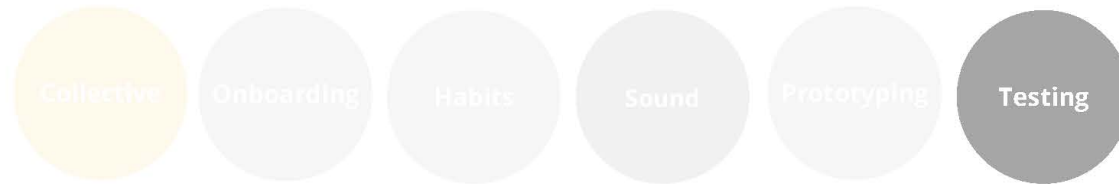


# Hypothesis Testing

Questions

<b>Personalized onboarding</b> When you are new to a technology product/service, what kind of onboarding tutorial are you expecting for that? (e.g. how long will it take, what content do you want to know, how many step will it takes etc.)	<b>Optimization of Usage History</b> What is your opinion about having a special summary based on your usage?	<b>Personalization</b> How long do you think the duration of personalization service is acceptable.	<b>Personalization</b> what things make you feel it's private and intimate
<b>Personalized interaction</b> Imagine that you have a ideal virtual assistant, what types of respond or interaction do you expect?	<b>Optimization of Usage History</b> Can you describe your using habit for me?	<b>Gamification</b> What are the elements of the gamification process that you think are silly?	<b>Personalization</b> can you tell me a time that you went through a thing with your friends that others can't get it?
<b>Gamification</b> Would you think a gamified learning and afterwards experience will improve your overall experience with the product?	<b>Gamification</b> What process attracts you the most and least?	<b>Personalization</b> What elements will make you feel impatient in the process of personalization.	<b>Usage</b> what things you will love to share on social media and what you would never share?
<b>Gamification</b> If so, what kind of incentives or rewards would you like to see? If not, what kind of improvement would you like to see?			

Team:



# 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?



Team:



# Hypothesis Testing

→ Discussion Guide



## Gamification

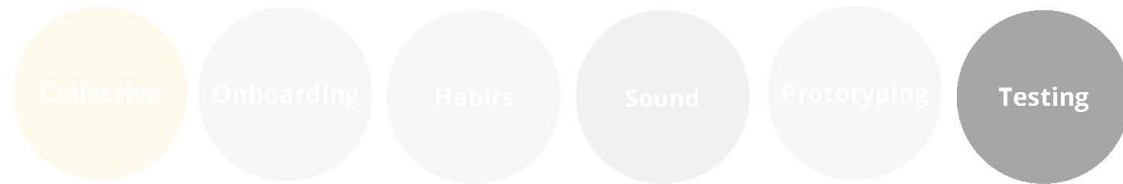
**Q8.** What kind of feedback motivates you to learn more?

**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?

Team:



# Hypothesis Testing

→ 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.

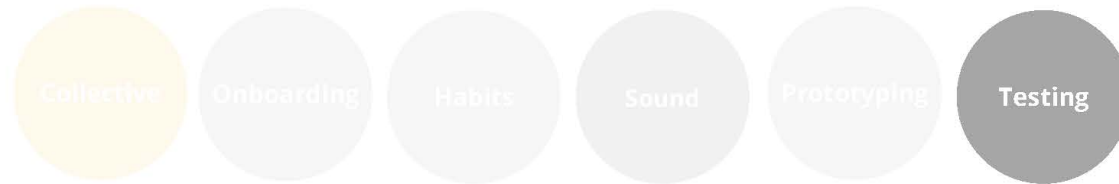
**Q3.1.** Can you share an example of a personalization service or product that left you a great impression from your previous experience?

**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?)



Team:



# Hypothesis Testing

→ Discussion Guide



## Personalization

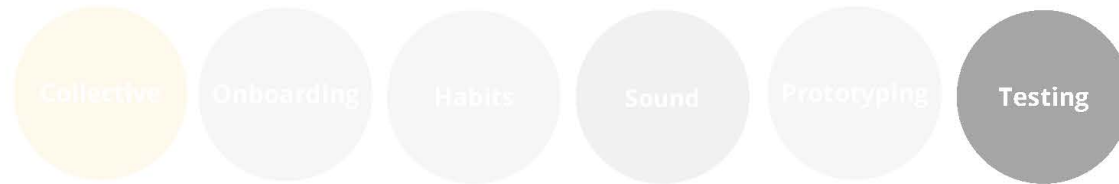
**Q5.** How long should the personalization service be active?

**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?

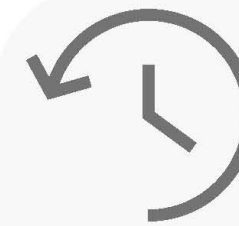
**Q8.** What do you think of digital assistants having a sense of humor?

Team:



# 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)

Team:



# Hypothesis Testing

## Responses



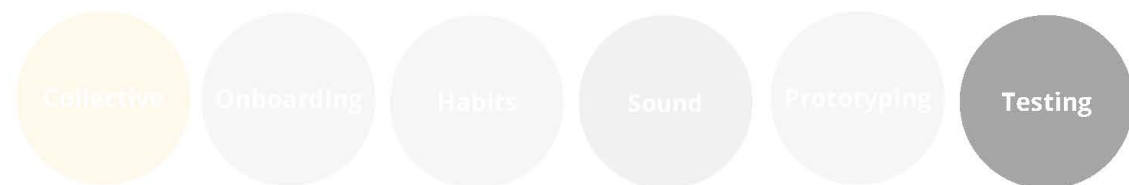
## Gamification

**87 COLLECTED DATA POINTS**

87 individual text cards are arranged in a grid, each containing a user response to a gamification hypothesis. The cards are organized into several columns and rows, with a central orange box highlighting the total count of 87 data points. The responses cover various aspects of gamification, such as user engagement, learning, and enjoyment.

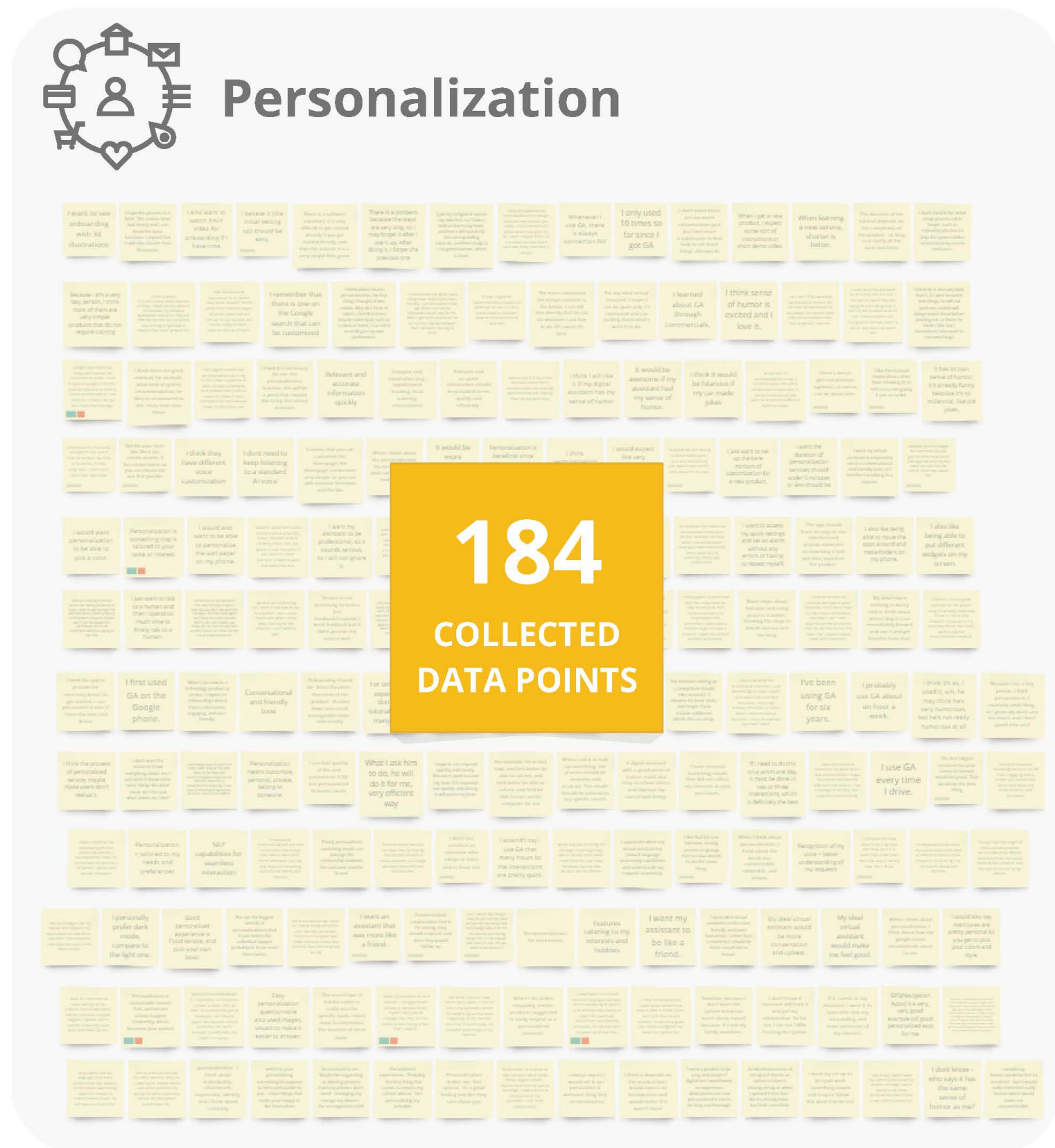


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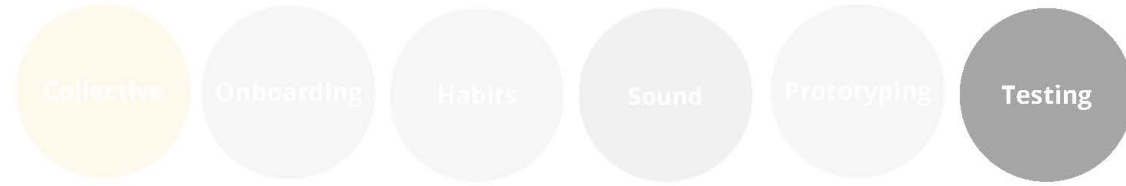


# Hypothesis Testing

Responses

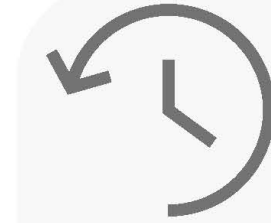


Team:



# Hypothesis Testing

Responses



## Usage History

**38 COLLECTED DATA POINTS**

I am happy to know my spotify report, its okay for me to share. I will share it to my friends and family members.

Spotify top 10 is a good share that i think is fun and a good way to tell a lot about a person and so i think its a good way to connect w people

like on my phone - it shows me apps i don't use as much, but i don't use them any more after seeing them

I think it's better to be er, for example, when i transfer my mobile phone, it's better for him to directly copy all my previous behavior patterns

I am curious in seeing my usage report to better understand my behavior and patterns when using GA.

I would like to see some statistics or data as an explanation as to what you have been doing, how much time spent.

I can share everything on social media.

I don't share my history report much, but i'm willing to share reports of my top YouTube channels and social media activity, as well as my best photo memories from trips and my gallery.

I think if using history can shows that i didn't use a function for a long time and then i will interested in the function as i didn't use it and i will try it.

I'm skeptical about making my usage public. If i know my data is secure, i don't mind it being collected. But i have doubts about how it might impact my user experience in the future.

I would love to share my SNS or Spotify

I would be willing to share my usage frequency reports to Google Assistant if you

I think i don't care much about the usage history

usage history will not affect my future use at all

i think if used GA more, i'd be curious how much i was using it for different things

i am curious about the usage history if you give me that data right on what exactly am i using it for? because you know you're not always using it, but you're not always aware of what you're using your phone to do.

seeing my usage history report can motivate me to explore unused functions because it can provide insights into my usage patterns and highlight areas where i may be overlooking the GA.

I will explore more functions after usage report, just with awareness, i still want to know what it can do.

I want to know i although sometimes i may not happy with some results. Maybe i can do better after i know my report.

It would be helpful to see trends over time and also to be able to compare my usage to other users.

It can also help me make better decisions and optimize my usage of the assistant in the future.

if GA didn't give it (report) to me, i don't think i'd care, but if they did, i'd be like sure

It maybe helpful if they list some functions, i will try it.

Usage w/ new functions - Yes - but also no - if i see how often i use something the more i would try to use it less - i don't want to be on such that much

Something i would share it on social media, i don't want everyone to know it, maybe just general things to share

now on social media, i will not post too private thing.

history, i want to see sleep pattern and my work schedule

I won't expect any practice information from that. I am just curious about what it will show to me.

I think the purpose of it is to know how much i spent for mostly used apps. I would not care for the unused function in my phone. my goal is to use it less.

I think a usage frequency report would be used to just to show me what i used it for and how long

This information can provide insights into areas where i may want to adjust or optimize my usage, as well as help me track progress and monitor my overall experience with GA.

For a game usage report i would say yes so like where i get stuck or where i am good at it

Seeing my usage history will impact me. When i saw i used my phone for 12 hrs per day, i was like OMG, i have to quit. It's like move your ass out of the phone.

Yes, i will curious about what i actually did bcz i can't remember everything i've done.

The only thing i would want to see in a usage report is Maybe like a user report for my phone - how many minutes and what apps

I would like to know functions and access, but i wouldn't want to include them too much. But i still want to be able to know.



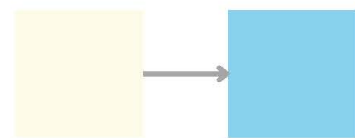
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# Hypothesis Testing

Responses

Affinitization



## Gamification



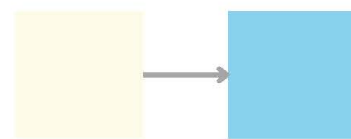
Team:



# Hypothesis Testing

Responses

Affinitization



## Personalization

60 CLUSTERS

Examples of hypotheses from the grid:

- I want an easy-to-use interface and provide estimates on how long a task will take. (1)
- I expect my virtual assistant to provide me with tailored search results quickly and accurately. (3)
- I want the search bar for the tools. (1)
- I prefer quick and minimal interactions when using a product, as it makes the experience more efficient and satisfying. (2)
- I don't want virtual assistants to add more clutter to their daily life, therefore, getting too many information can make users overwhelmed. (1)
- I want to have widgets on my screen. (1)
- I expect my virtual assistant to perform tasks seamlessly by providing, automating complex tasks with an appropriate timing and fast loading. (1)
- My ideal virtual assistant should be well-mannered and only speak when I command, completing tasks politely. (1)
- I don't want a virtual assistant that is highly conversational and responsive, able to understand my requests and save me time. (2)
- I want to see benefits of learning things more upfront. (1)
- The time spent on getting a new product can be reduced by its clear and comprehensive response from the release to the service in time for each sample. (1)
- I don't want a virtual assistant that is too chatty, which can be distracting and unnecessary, which may affect my engagement with these features. (2)
- I want GA to help me to cook. (1)
- I love it when a virtual assistant can help me to find a recipe. (1)
- I prefer self-explanatory services over an extensive tutorial/review ones. (3)
- As a busy person, I don't want to spend too much time on learning about a new product, and I prefer simple products that don't require much effort to use. (2)
- I want to use the new product asap to the solution should be short and easy to follow. (4)
- I expect a user-friendly and informative onboarding tutorial that makes the most sense daily. (2)
- I think personalization allows me to organize my home screen and navigation within my phone. (3)
- I think personalization gives me the ability to create more customized content, such as news, articles, and videos. (2)
- I want to customize my ring tone. (1)
- How is better understanding of my requests. (2)
- customization phase. (1)
- I believe a visually appealing introduction of welcome is essential when setting up a new product, and it would make it a pleasant experience. (3)
- I appreciate a brief and clear onboarding process that doesn't take more than 10 minutes and provides detailed, manageable steps. (3)
- I think personalization is important to the device's functionality and makes the user feel more engaged and interested in the device. (2)
- I appreciate if they keep me updated and engaged with content relevant to my preferences. (2)
- Personalization allows me to explore and discover new content, such as news, articles, and videos. (2)
- I want to customize my voice type, and recognize because keeping listening to the standard voice is boring to me. (3)
- Communication tactics (phone, message, social media) to be most personalized. (1)
- I want to personalize voice recognition so that GA can understand me better. (1)
- Personalizing the user's experience with a product and service is essential for the user's success. (2)
- I prefer setting everything up in the beginning, so I find it cumbersome to customize features afterwards. (1)
- I prefer minimal customization when setting up. (3)
- I prefer thorough personal experience. (2)
- Personalization allows me to explore and discover new content, such as news, articles, and videos. (2)
- I think personalized settings should be easy and quick by the questionnaire with visual aids and explanations. (1)
- I understand that the length of onboarding may vary depending on the complexity of the product, so long as it effectively explains the main functions. (2)
- I prefer to explore and learn on the user's ability, rather than being forced to learn too much information too early. (2)
- I don't want to spend too much time on learning about a new product, and I prefer simple products that don't require much effort to use. (2)
- These concerns about the onboarding process are the most common, as the users of the product are often new to the product and are looking for a quick and easy way to get started. (2)

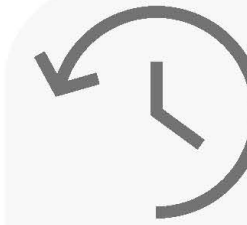
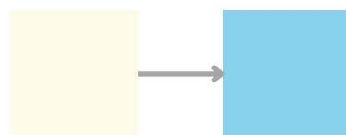
Team:



# Hypothesis Testing

Responses

Affinitization



## Usage History





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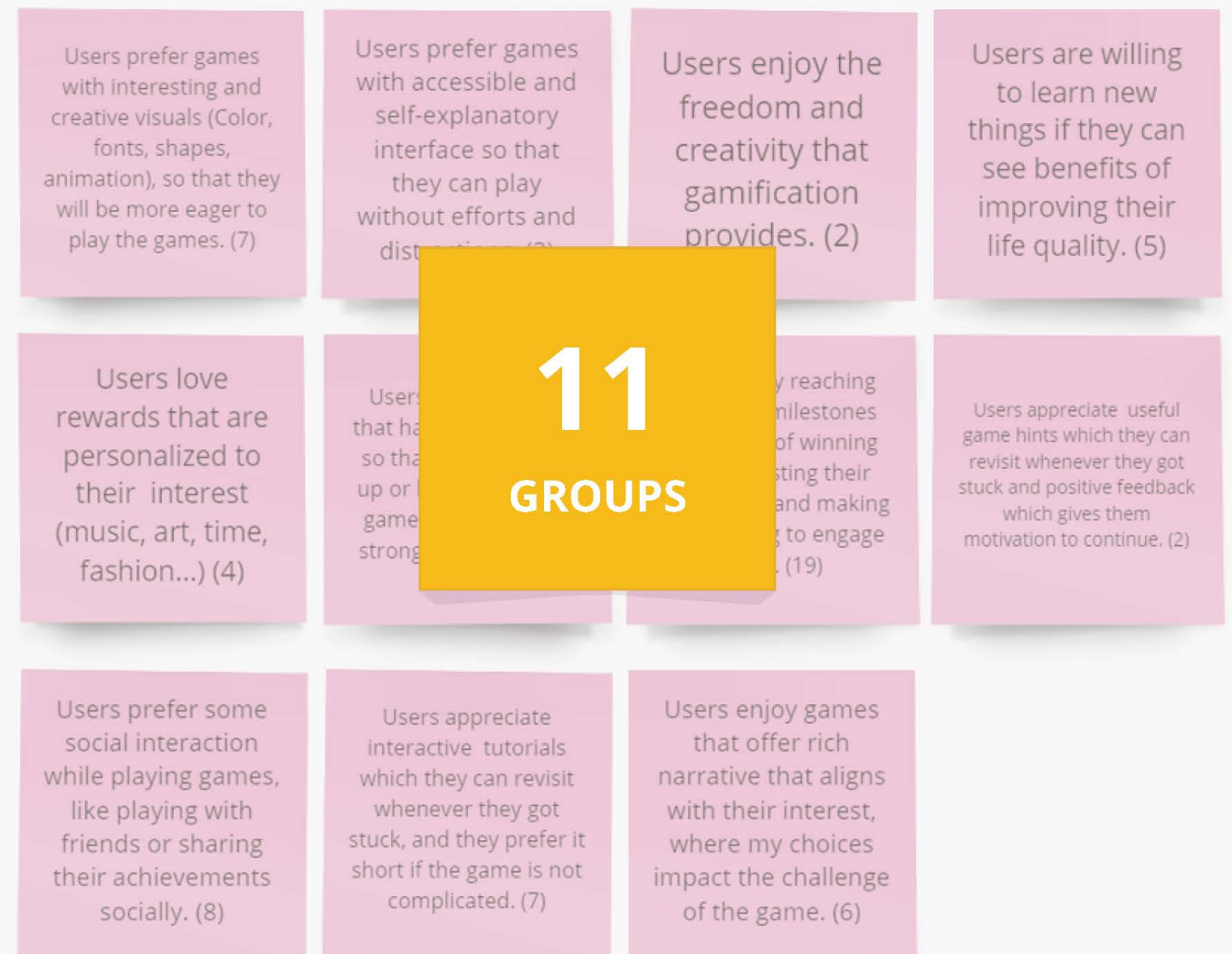
# Hypothesis Testing

Responses

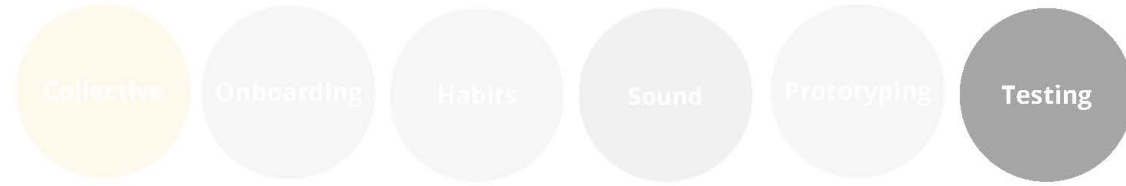
Affinitization



## Gamification



Team:



# Hypothesis Testing

## Responses

## Affinitization



## Personalization

**30 GROUPS**

Users enjoy a personalized experience that saves their time by providing more efficient and accurate interactions with GA. (4)	Users enjoy the personalized recommendations within music service and online shopping, since it saves their time and effort to find their favorites. (9)	Users appreciate personalized experience because it brings the product closer to their needs while preserving their individuality. (10)	I appreciate personalized recommendations that cater to my interests and hobbies, as they keep me updated and engaged with content relevant to my preferences. (5)	Users enjoy simple customization of navigation and organization of their home screen as they feel this will make their device more in line with their personal usage habits. (3)	Users enjoy simple customization of visuals (home screen/wallpaper, theme, display mode) as they feel this will make their device more in line with their personal aesthetic needs. (5)
Users want to use a personalized communication strategy (GA, social media, calls, messages) because these are main thing that they use phones for. (3)	I want GA to have my favorite payment method in the customization setup phase. (1)	Users expect their ideal virtual assistant to	Users expect their ideal virtual assistant to have	Users desire feedback loop conversation with GA as they ask emotion related questions, which would make them feel heard and understood. (12)	Users want a virtual assistant that can quickly understand and accomplish my needs without repetition, such as setting the alarm accurately so user can focus on other tasks. (7)
Users expect their virtual assistant to help them with time management by reminding them of important time and planning their daily schedule based on their needs and interests. (4)	Users expect to be provided with an estimation of task duration. (1)			Users expect immediate access to their common used functions. (1)	Users desire GA to be humorous, but adjustable accordingly to some certain level (that suits my sense of humor) so that it can make the experience not only stress-free but also appropriate. (5)
Users prefer initiative learning curve which allows them to explore specific features based on their needs, interests, and pace. (6)	Users are not comfortable when the assistant knows too much about themselves as they feel their privacy might be threatened. (3)	Irrelevant and clutter of informations make poor personalized experience which is worse than a standardized one. (8)	Users want to avoid the drawbacks of personalized recommendations, such as being bombarded with repetitive content and receiving marketing pitches that miss the mark, as they can detract from their overall experience. (4)	Users want the set-up stage for the personalization to be quick (<5mins) and handy. (8)	Users can spend an extensive amount of time for customization if it serves their needs and benefits in longer term. (8)
Users want to customize the audio interaction with their GA (voice type, nickname, voice recognition) because this would make my experience more personalized and satisfying. (8)	Users expect their virtual assistant to help them manage unimportant tasks (such as organizing and deleting unnecessary files or device storage), while reducing unnecessary notifications and reminders, allowing me to focus on what's really important. (3)	Users concern that humors to some extent may make them feel uncomfortable since they don't expect their virtual assistant to be funny like a human, which doesn't feel real for them. (2)	Users prefer skippable onboarding tutorials which they can access to at any time they want. (4)	Users expect to see onboarding process of GA to be short, simple, so that I can understand how it works effectively. (13)	When it comes to new products/ functions, I expect introduction and explanation. (6)



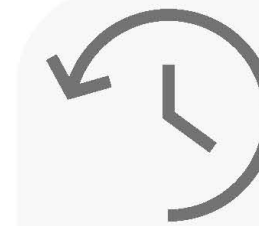
Team:



# Hypothesis Testing

Responses

Affinitization



## Usage History

Users are open to sharing their usage history with others if it showcases interesting aspects of my life and allows for personal expression with ensuring the protection of their personal information. (5)

Users prefer sharing their music report publicly since it tells their personality, which let them to connect more with others. (4)

Users appreciate the history report that improve their experience by discover functions underutilized for the

Users appreciate the support that help them use the assistant more while getting more efficient results. (3)

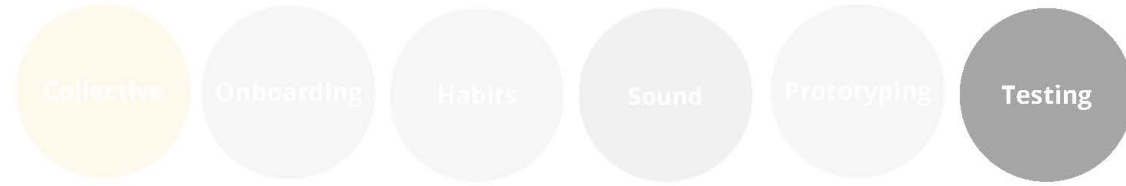
Users are not interested in unused features even if they are shown in their usage history report. (5)

Users are interested in learning about their behavior pattern while using the assistant. (15)

6

GROUPS

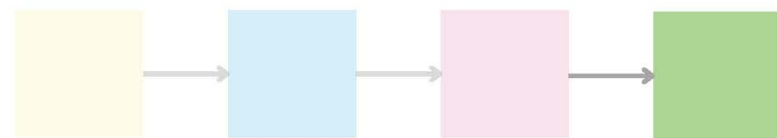
Team:



# Hypothesis Testing

Responses

Affinitization



## 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

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

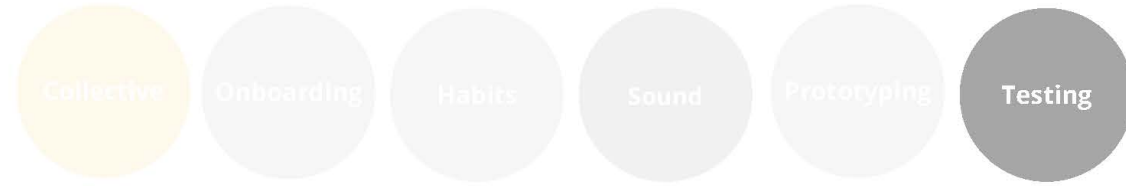
5

THEMES

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)

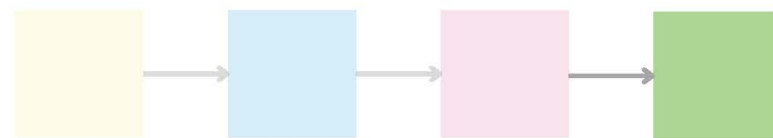
Team:



# Hypothesis Testing

Responses

Affinitization



## Personalization

**15 THEMES**

Personalization allows individuals to express their individuality through the products and services they use, rather than conforming to a one-size-fits-all approach, which creates a stronger connection between the individual and the product/service, fostering a deeper sense of engagement and loyalty. (10)	Personalization should provide a feedback loop in conversations, particularly when users ask emotion-related questions. By acknowledging and addressing the user's emotional state, personalization can help individuals feel heard and understood, fostering a deeper sense of connection and trust. (12)	Personalization should empower users to customize the visual elements of products and services to reflect their personal aesthetics. (5)	Personalization should enable users to customize the audio of products and services that resonates with their interest, since audio is one of the main channels of the interaction. (8)
Personalization should offer professionalism while conversing with users so that the important information is taken seriously. (4)	Personalization should offer diverse and relevant content to users based on their preferences, interests, and search history, saving time and increasing engagement. (18)	Personalization offers customized recommendations that cater to individual preferences, interests, and search history, saving time and increasing engagement. (18)	Personalization should enable GA to take care of unimportant tasks (such as organizing and deleting unnecessary files or device storage, reducing unnecessary notifications and reminders). (10)
Personalization should provide users quick access to their common used functions, which leads to a more seamless and intuitive experience. (4)	Personalization should have a quick (<5mins) and easy but if users see a long-term benefits, they are willing to spend more time. (33)	Personalization should have easy access to revisit, which allows users to explore functions based on their needs, interests, and pace. (12)	Most users have positive response to humor but it should be adjustable and appropriate regarding different circumstances. (11)
Personalization should prioritize communication tactics that align with users primary purpose of using their devices by tailoring the methods to the individual's preferred channels/ formats, ensuring that messages are received and understood. (3)	Personalization should enable GA to help users focus on the important tasks (time management, appointment booking). (13)	Users are aware of personalization's drawbacks which are data privacy and content reinforcement. (15)	



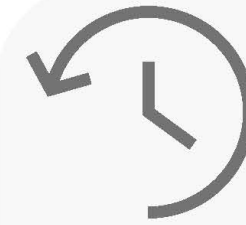
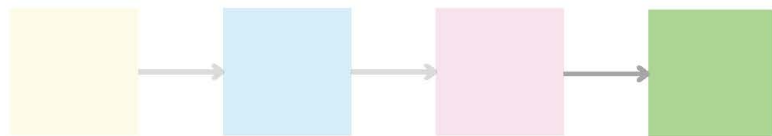
Team:



# Hypothesis Testing

Responses

Affinitization



## Usage History

Users are willing to share their usage history if it ensures the protection of their personal information. (5)

Users are interested in sharing their usage history if it showcases interesting

Users appreciate learning more about their behavior pattern with the assistant as it will provide a better understanding about themselves. (15)

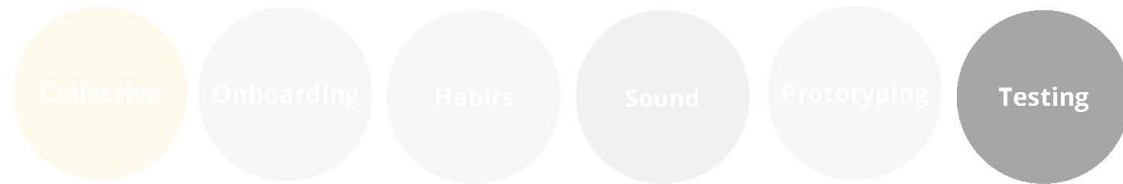
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THEMES

Users appreciate the history report that can improve their future using experience by letting them discover functions that are underutilized but beneficial for them. (7)

can help them use their phone with less time while receiving more efficient results. (8)

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# Hypothesis Testing

↳ Insights

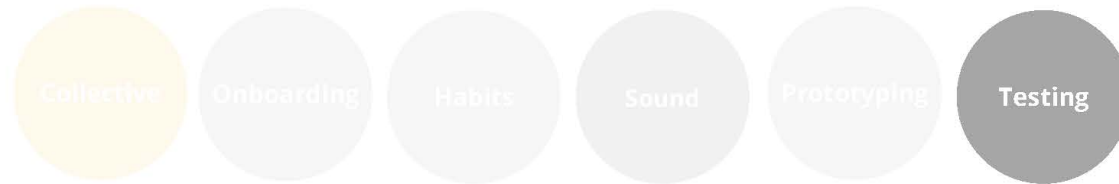


## Gamification

- 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.



Team:



# Hypothesis Testing

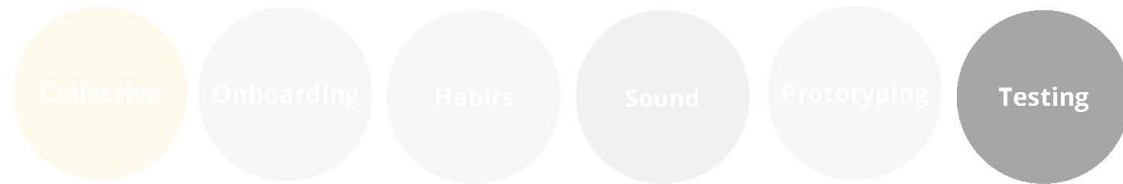
↳ **Insights**



## Personalization

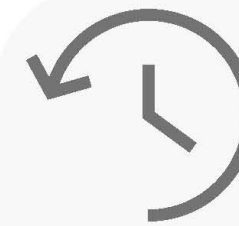
- Users appreciate that personalization allows them to express individuality by providing tailored feedback loops in conversations.
- Users prefer personalization options in a quick and accessible set-up stage with seamless integration in their daily lives.
- Users want personalization features that 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.

Team:



# 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.

Team:



# Guiding Principles

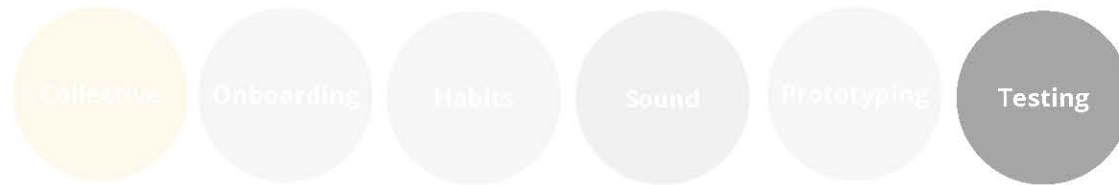
Through the research and testing process, we obtained a better understanding of users' pains and needs, so we created 5 guiding principles for further product development.

Google Assistant x SCADpro





Team:



# 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.

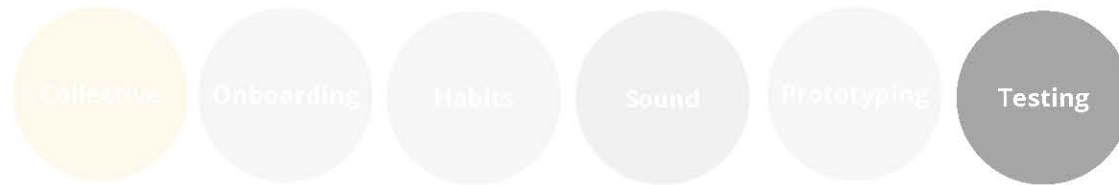
- Adj: doesn't take too long, easy to complete/win

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

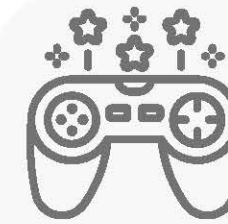


Team:



# 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

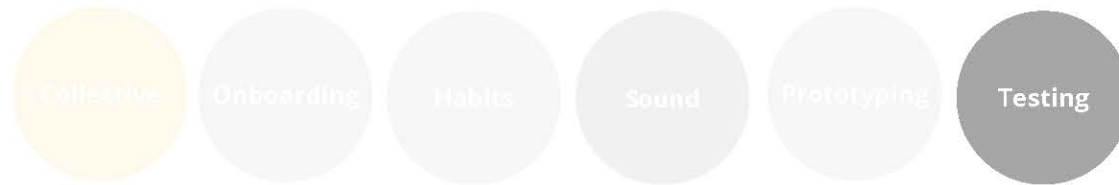
Users want a continuous personal process. Someone said, "What would keep me coming back is something that you can beat the next time you play - something that helps me progress even more the next time."

- 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

Team:



# 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

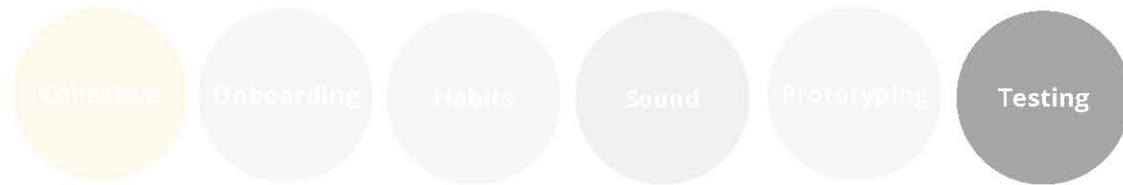
Users want to be updated with content that is relevant to their interests.

- 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

Team:



# 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.

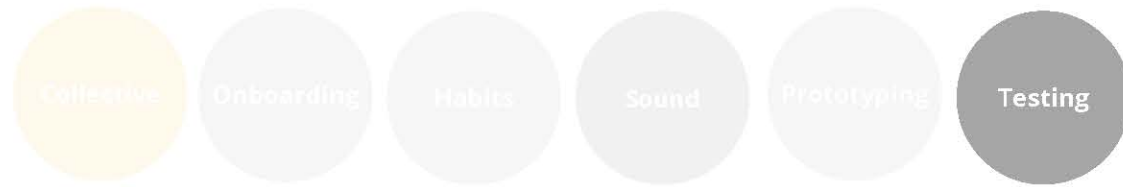
- Users: productive, time-saving, stay focused
- Adj: supportive, scheduling, reminding

Users want GA to reduce unnecessary tasks and notifications.

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



Team:



# Testing Analysis

↳ From Responses

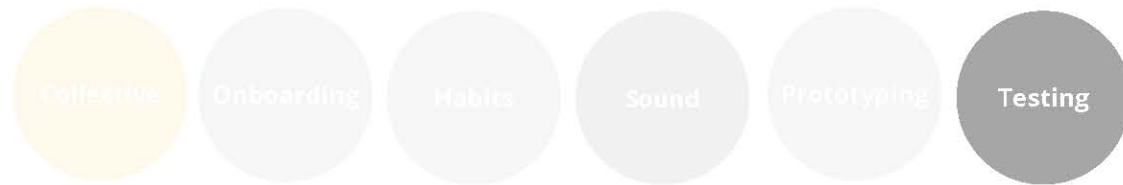


## Personalization

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

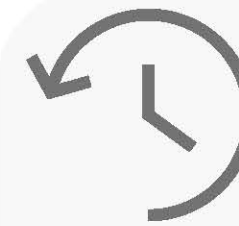
- Users: entertained, relaxed
- Adj: reflective

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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