Collective Onboarding **Habits** Sound Prototyping

Habits

Gamification of Learning Functions

Concepting

Selected Themes

Gamification of Learning Functions

- Google Assistant could include rewards for completing tasks with help of a **token system**.

- There should be a **step-by-step tutorial** that includes a mobile interface and sound.

- Learning about Google Assistant should be a **gamified experience.**

- There could be **rewards for everyday use**, similar to the language-learning app Duolingo.

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Gamification of Learning Functions

We Believe/We Know

We Believe

We believe that gamifying the learning experience with **tips, prompts, and meaningful rewards** will provide a motivational and engaging way to **form habits** with Google Assistant in the first week.

We Know

We know that this is true if we see users **engaging more** with Google Assistant features and the **success rate** in performing tasks goes up.
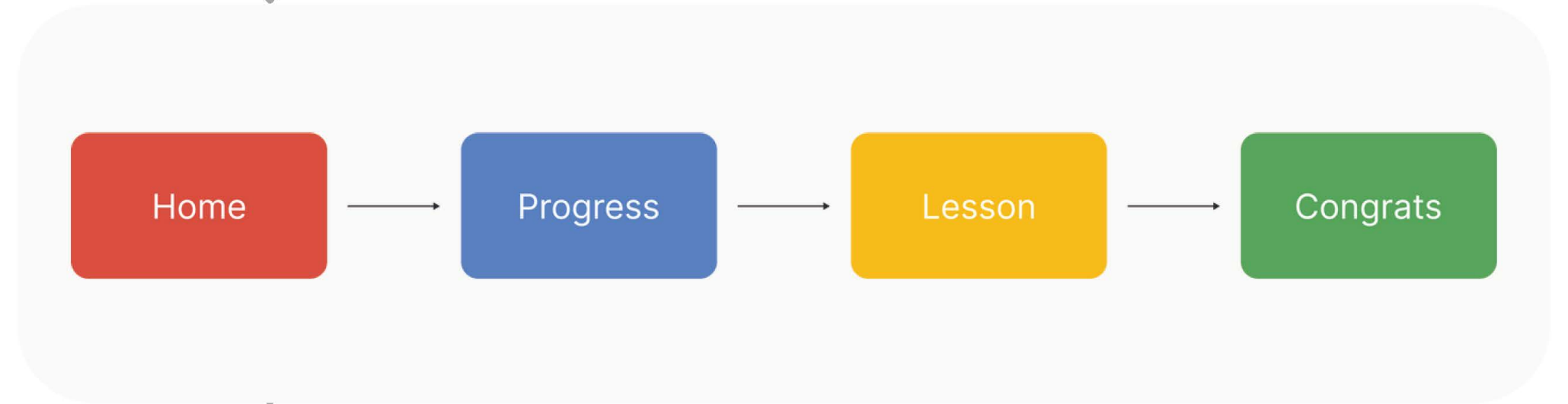
Concepting

Selected Themes

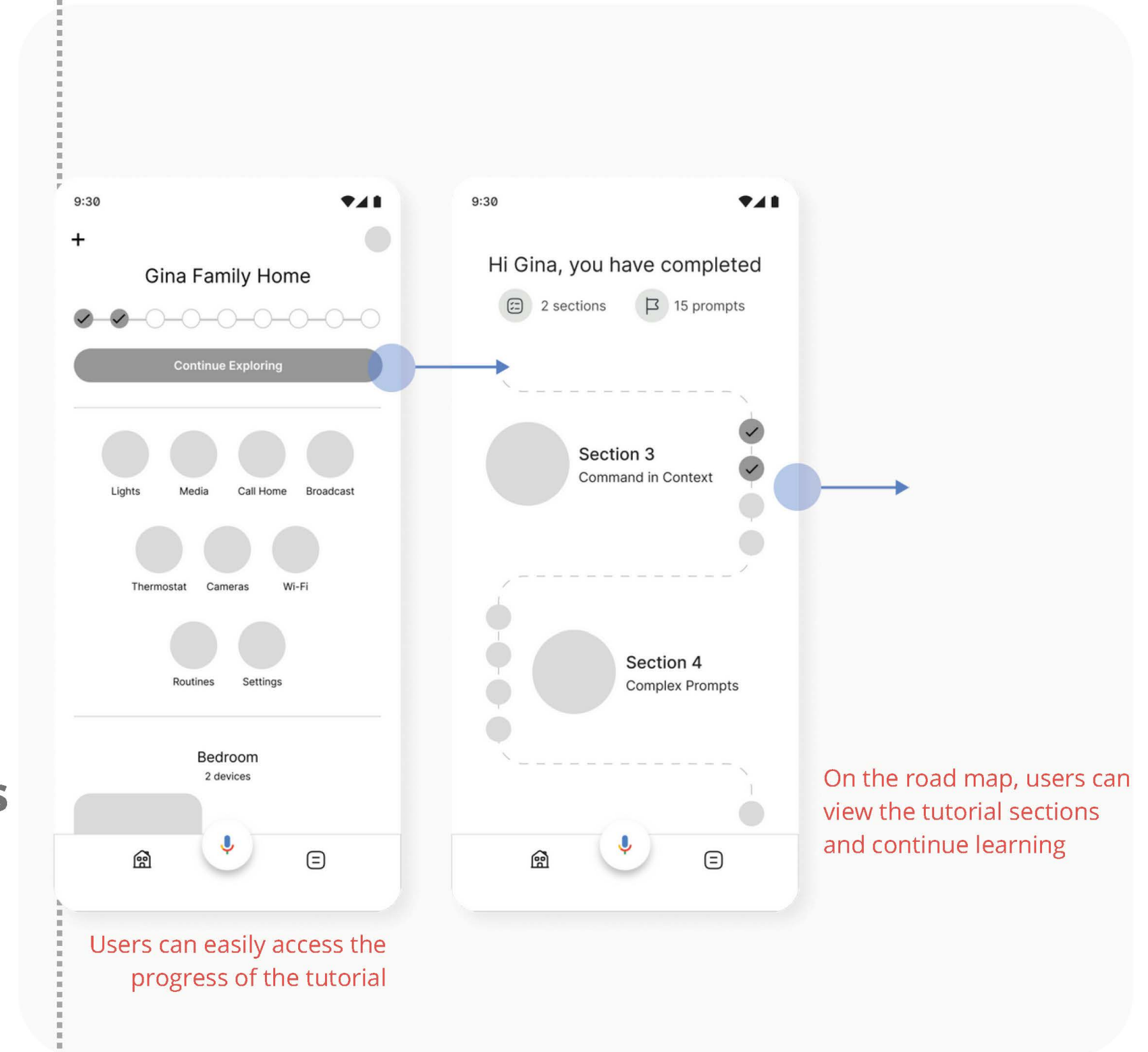**Gamification of Learning Functions**

Information Architecture

| Home | → | Progress | → | Lesson | → | Congrats |

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Gamification of Learning Functions

Wireframes

9:30

+

Gina Family Home

Continue Exploring

Lights   Media   Call Home   Broadcast

Thermostat   Cameras   Wi-Fi

Routines   Settings

Bedroom
2 devices

9:30

Hi Gina, you have completed

2 sections   15 prompts

Section 3
Command in Context

Section 4
Complex Prompts

On the road map, users can view the tutorial sections and continue learning

Users can easily access the progress of the tutorial

This document contains Google confidential information

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Wireframes

After completing each section, users receives a badge

On the lesson page, users will be given different tasks to complete

Google Assistant ✕ **SCAD** pro

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