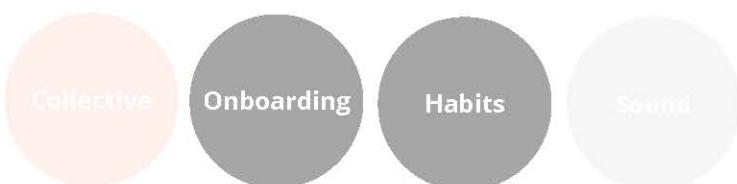
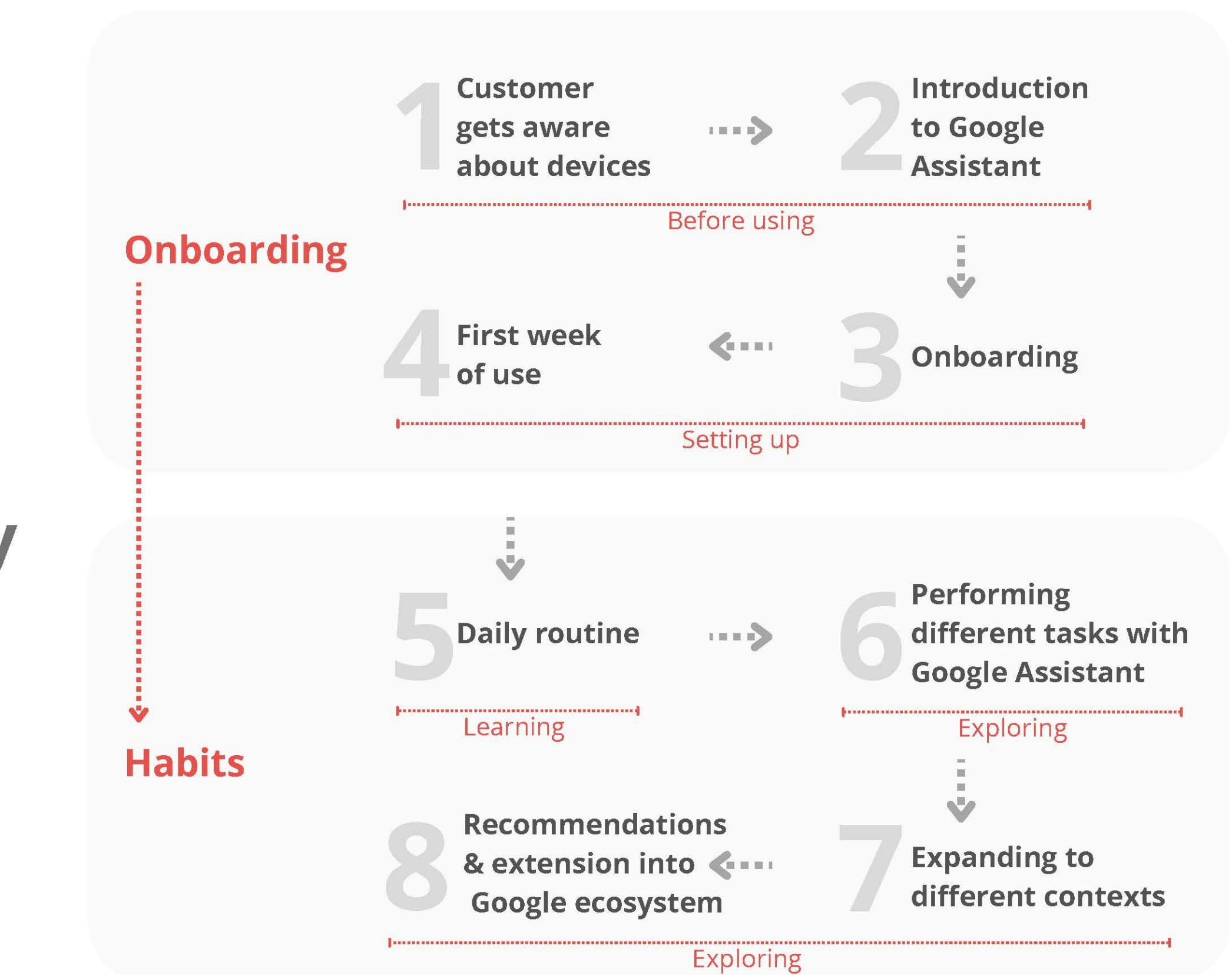


Team:



Ideation

Customer Journey



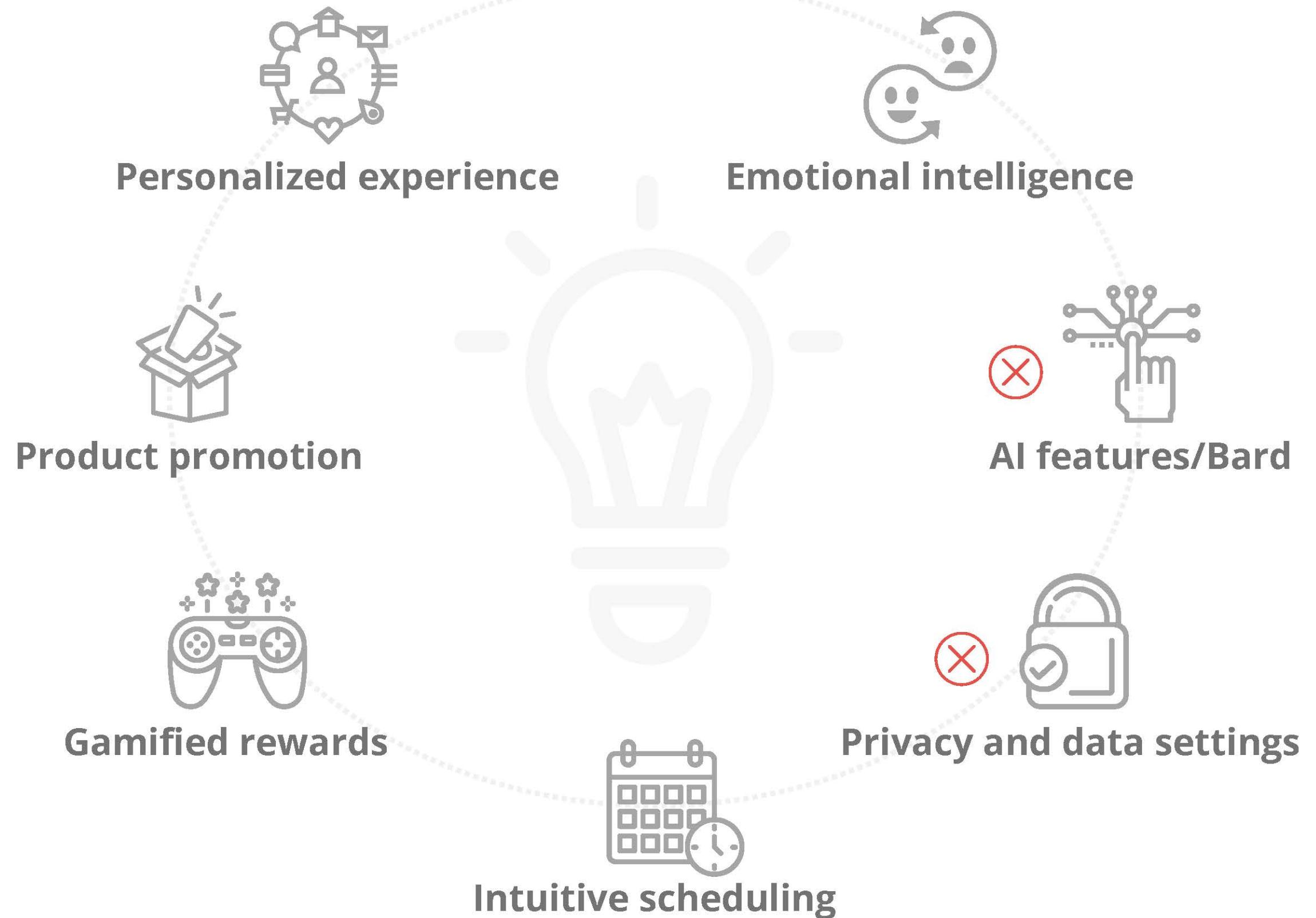
Team:



Ideation

→ Themes

In our conversation with Google Assistant, we decided that we do not want to pursue the themes of AI features and Bard, as well as privacy and data settings. The Google Assistant team is already working on integrating privacy and AI.

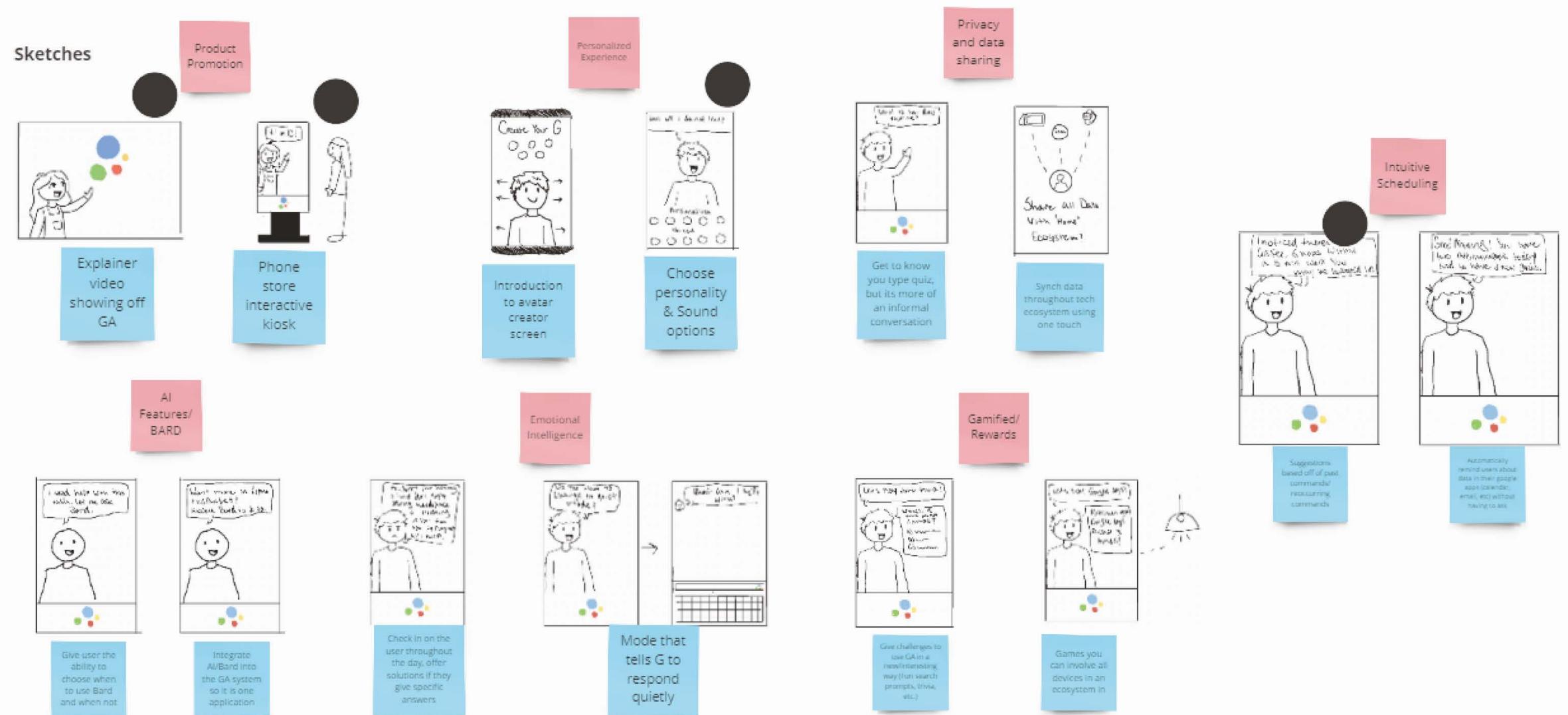


Team:

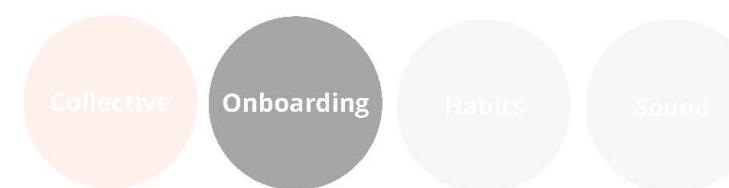


Ideation

→ Sketches

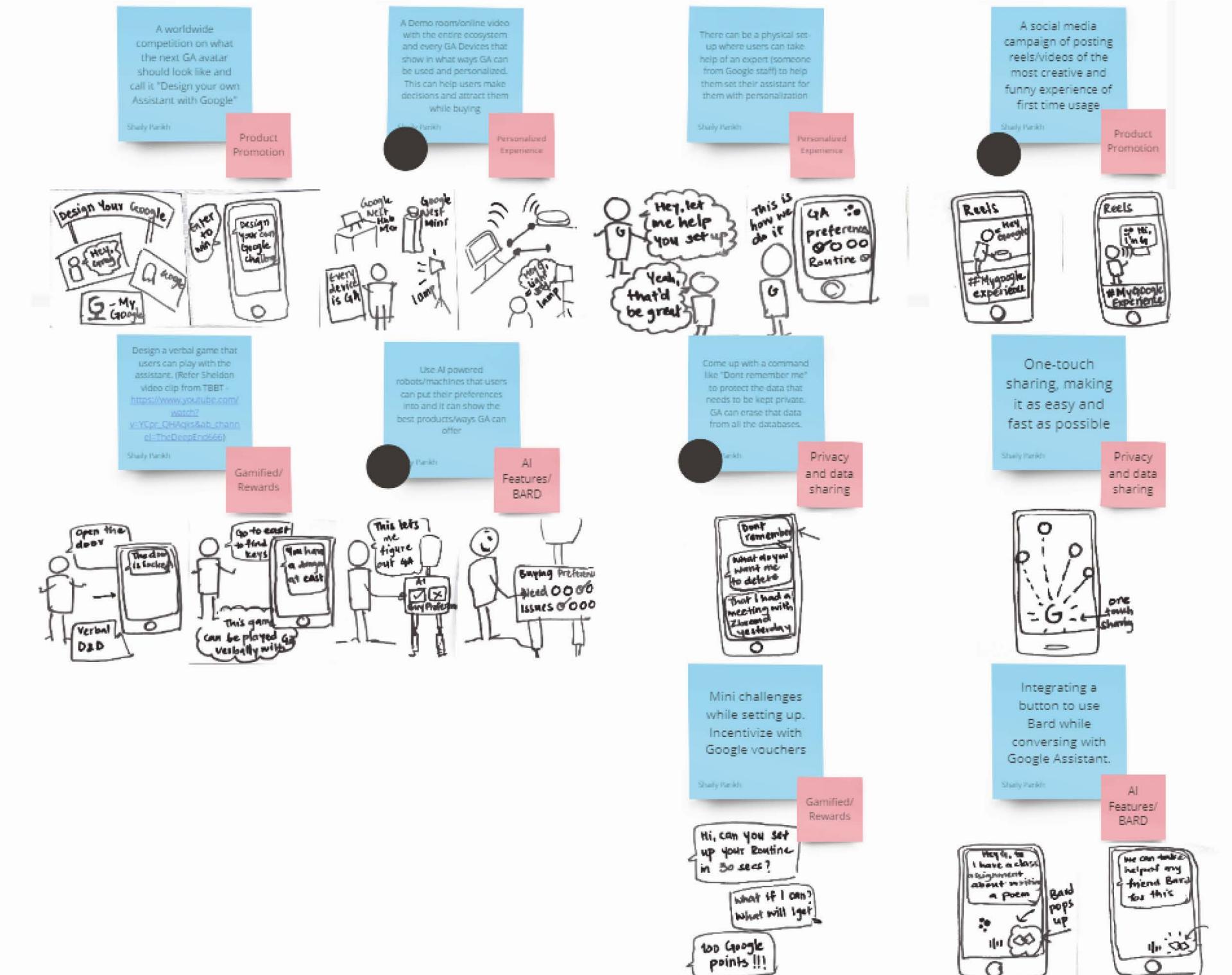


Team:



Ideation

→ Sketches



Team:



Ideation

→ Sketches

1. PERSONALIZED INTERACTION

- Personalized Onboarding
 - Asking questions about user's favorite music genre or sports team etc for a tailored experience.
 - Personalized to User's Needs and preferences
- User Centric Language processing
 - GA can better understand user's individual speech patterns and preferences
 - Allows provide more accurate & personalized responses

2. PRODUCT PROMOTION

- GA Collaborate with Influencers
 - Asking questions about user's favorite music genre or sports team etc for a tailored experience.
 - Personalized to User's Needs and preferences
- Natural Conversation
 - Having the personalized assistant in Situation of conversation
 - Option to switch on Conversation mode and then the assistant appears in the screen

3. HUMAN INTERACTION

- Social Integration
 - Learning from each conversation and adapting to User's preferences & Conversation style
 - Suggesting prompts to reply to contacts

GAMIFIED EXP. & REWARDS

- Social Sharing
 - During Onboarding GA can encourage users to share their goal level on social media platform
 - On completion of those tasks GA can encourage users to share their goal level on social media platform

VISUAL CUES

- EMOTIONAL INTELLIGENCE
 - Helps create a sense of community among users to incentivize others to use GA

EMOTIONAL TRACKING

MINDFUL REMINDERS

AI Features / Bard

- INTERACT WITH ASSISTANT
 - Introducing users to their easy zone
 - Chat - like where they can relate best to where ever they struggle with any task.
- RECOMMENDING SCENARIOS FOR USER'S GOALS
 - Assessing user's goals, interests, passions, goals etc or offering to steer user's goals based on user's self-care practices