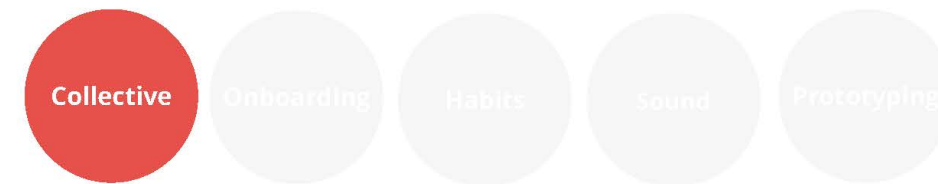


Team:



Filtration

In, Out, Wow!

Team 1

(Led by Rachel Edson)



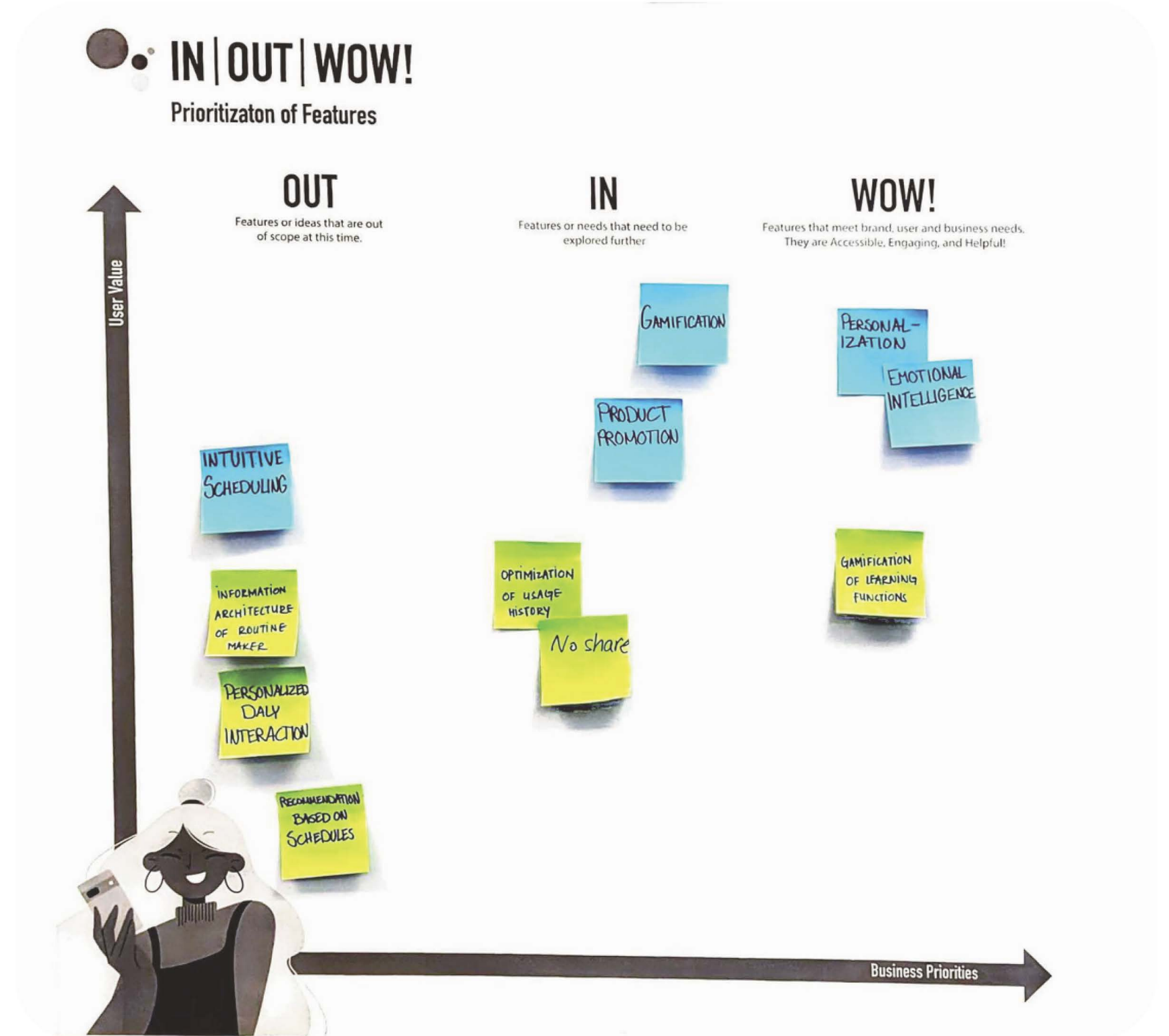
Team:



Filtration

→ In, Out, Wow!

Team 2
(Led by Robert Yu)



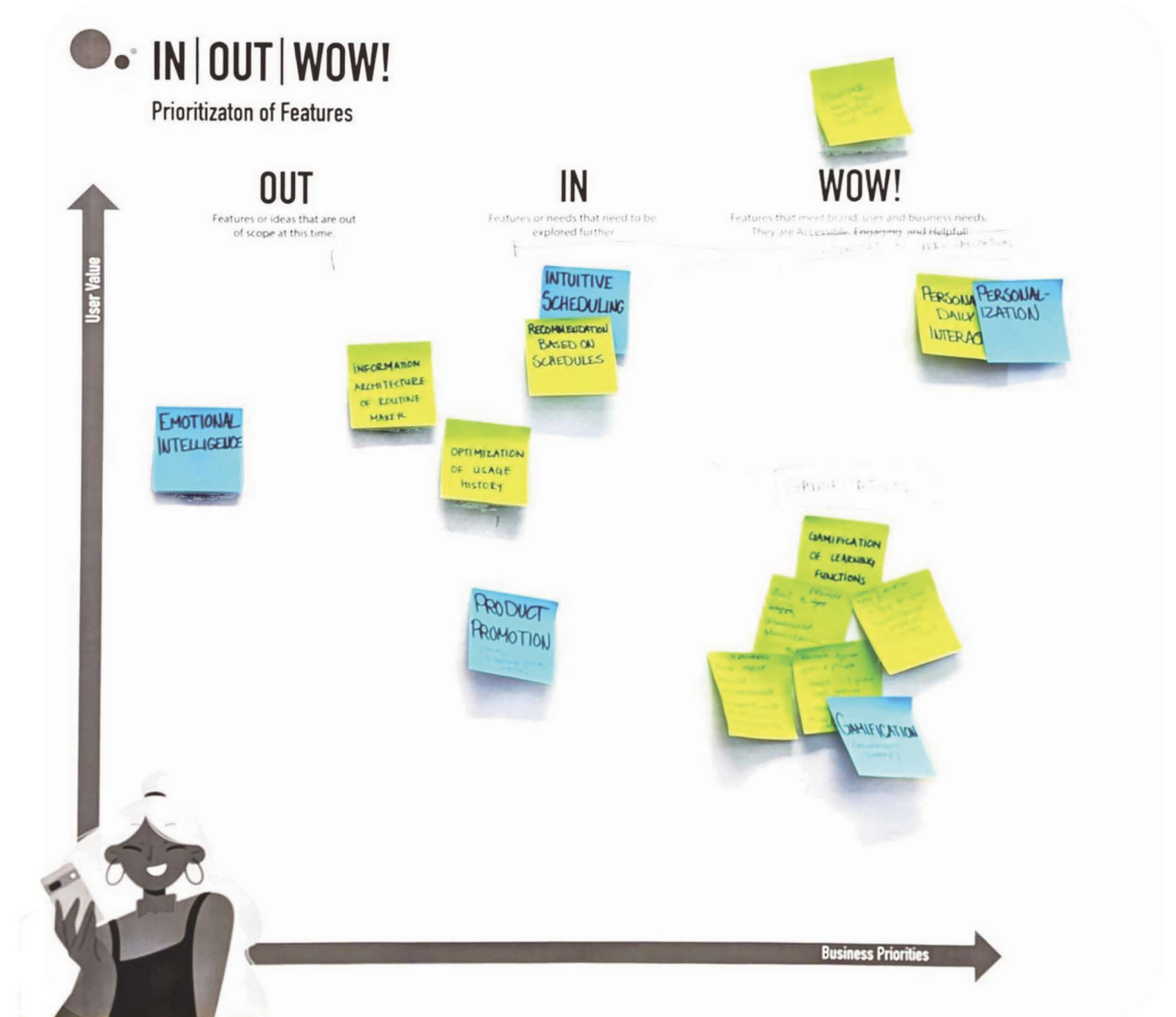
Team:



Filtration

→ In, Out, Wow!

↓
Team 3
(Led by Meena Kaushik)



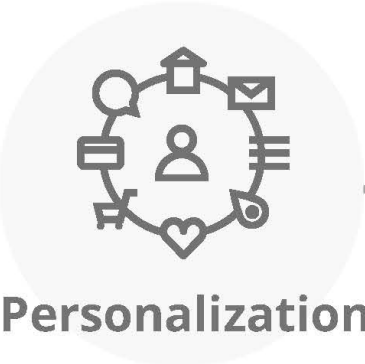
Team:



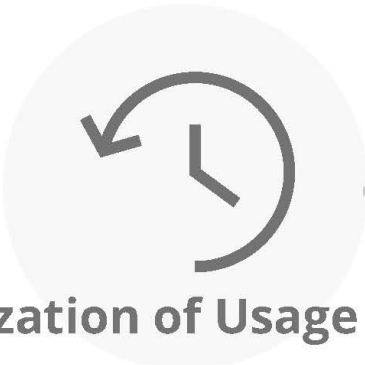
Team:



Gamification



Personalization



Optimization of Usage History



Personalization
We believe that we can make the onboarding process more tailored by providing a personalized, seamlessly integrated onboarding experience. Thanks to extensive customization options, the set-up process will be relevant and hassle-free.

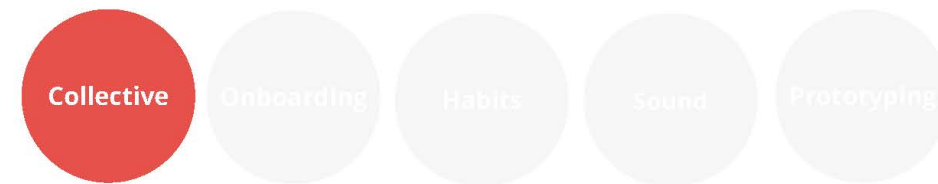
Personalized Daily Interactions
We believe that personalizing daily interaction with Google Assistant through comedic and helpful responses when unable to perform a task will enhance the relationship and build trust in Google Assistant for new users in the age group of 18-24-year-olds.

Optimization of Usage History
We believe that having a usage frequency report will help users better understand their usage habits, and get encouraged to explore less-used functions.

Gamification
We believe that providing a gamified experience with rewards and community-building will result in a unique, memorable experience, that builds a stronger brand identity.

Gamification of learning functions
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.

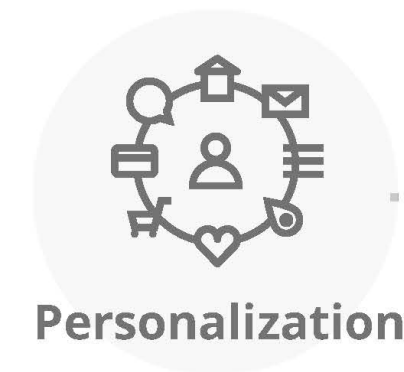
Team:



Header



1. How might we make it easy to **opt in or out** of gamification since it's not in everyone's interest?
2. How might we provide a **sense of accomplishment/reward** when they unlock a new feature?



1. How can we provide an **"emotional win"** for the users without creepiness (after completing a task)?
2. How can the assistant **show its personality and responsiveness** without using user data?
3. How might we make the set-up process **engaging and lightweight**? What if they **skip**?
4. How might we **re-engage** users in the personalization settings in their daily usage?



1. How might the users **get to the usage history page**?
2. How could it **evolve over times** to engage the users?