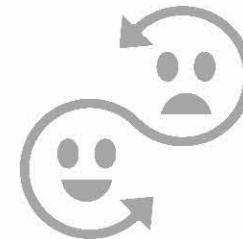


Team:



Onboarding



Emotional intelligence

Concepting

Selected Themes

Emotional Intelligence

- Allow users to **customize** their own Google Assistant avatar, so they can form a more **emotional connection**.
- Give Google Assistant the ability to respond to users in an empathetic way that **comforts and affirms** them.
- Give users the ability to choose how **conversational or formal** their Google Assistant is.
- Use the power of **sound processing** to change Google Assistant's **perceived mood**.

Team:



Concepting

Selected Themes

Emotional Intelligence

We Believe/We Know

● We Believe

We believe that a **conversational and personalized** experience that emotionally engages users and offers **continuous learning opportunities** can increase the number of active users and the duration of conversations.

● We Know

We know that this is true if increased emotional intelligence leads to a **shift in analysis** and users build **brand loyalty** more easily.

Team:

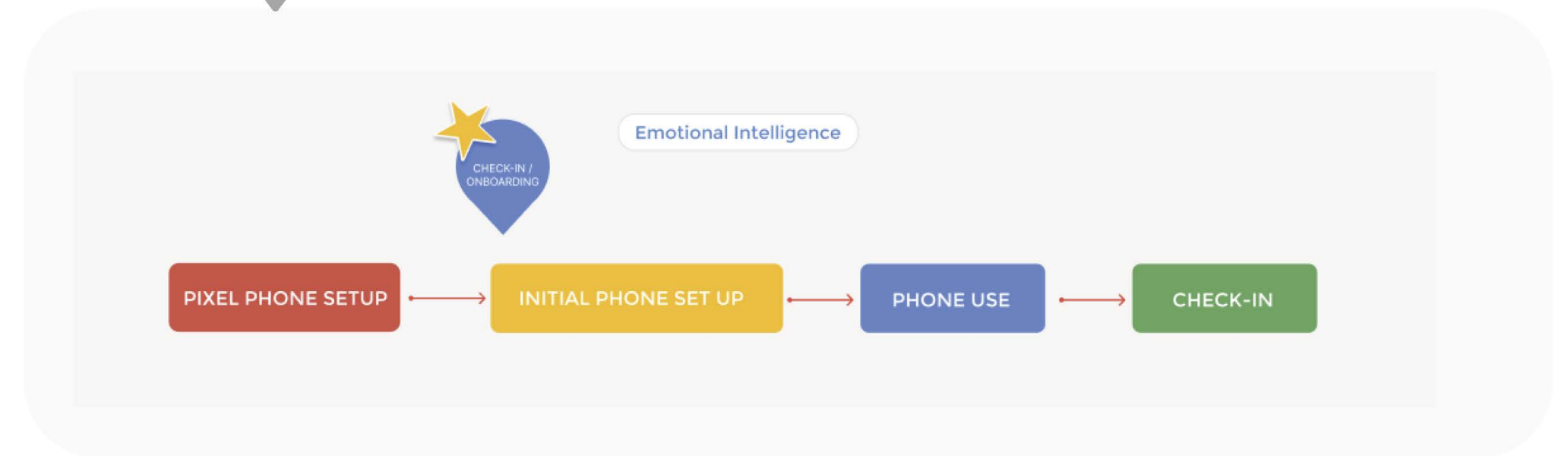


Concepting

Selected Themes

Emotional Intelligence

Information Architecture



Team:

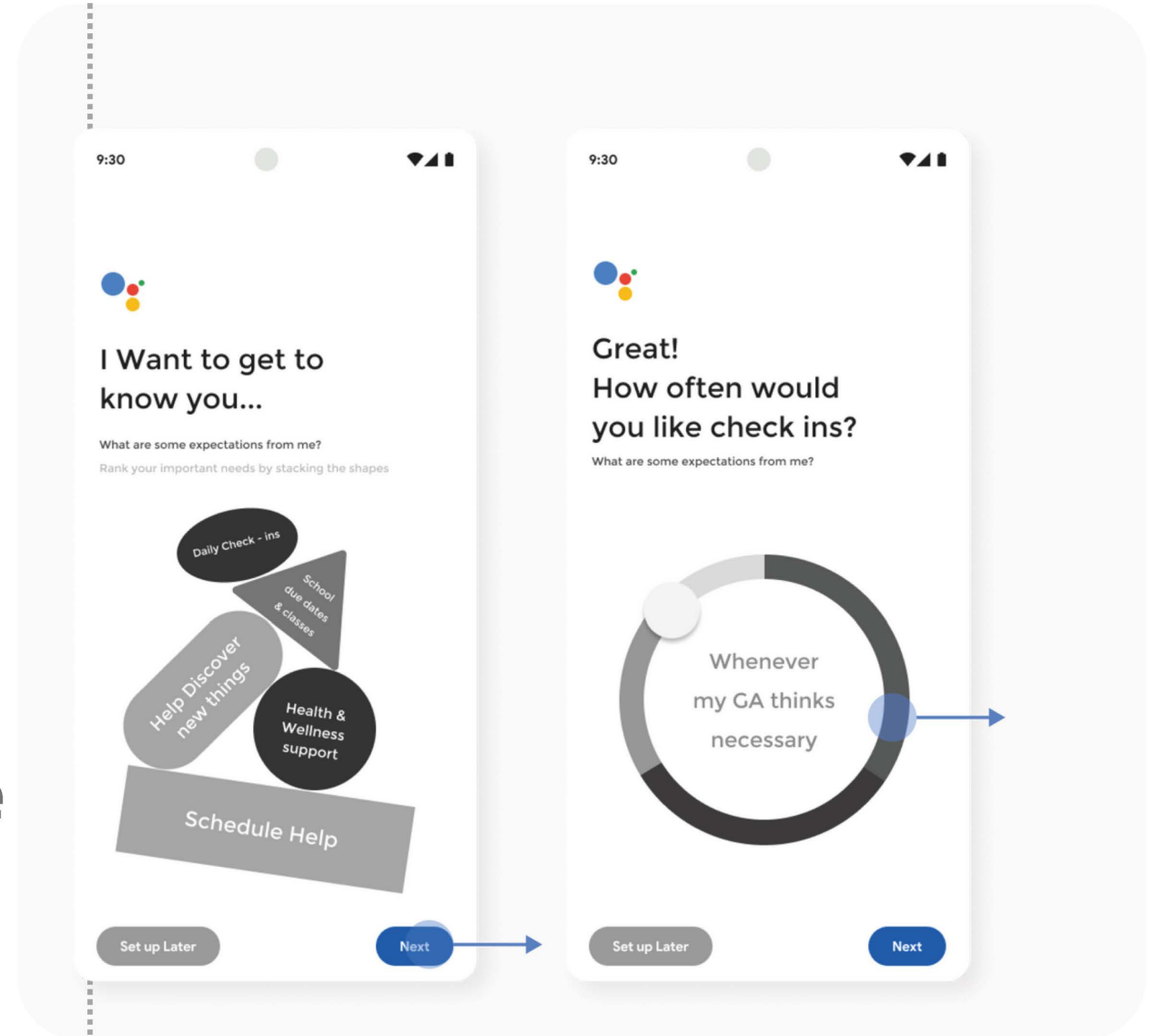


Concepting

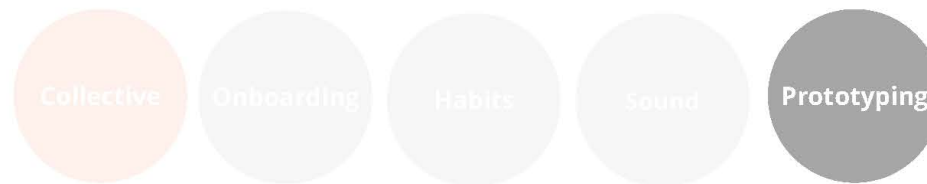
Selected Themes

Emotional Intelligence

Wireframes



Team:



Concepting

Selected Themes

Emotional Intelligence

Wireframes

"I can't listen/use
headspace right now,,
can you help in any
other way?"

