



Google Assistant

× **SCAD**pro

First Checkpoint

Meet the Team



8

Different countries

11

Different **Majors**

24

Creative Brains

Diverse × Motivated × Innovative



Intro × Opportunity × Defining users × Research
× Insights × Plan of action

The Challenge

To **increase engagement** and **reduce churn** among users of Google Assistant, **understand how consumers discover** and react to digital assistants, and explore product ideas that **enliven and ease** a consumer's **first week** learning about and using Assistant.



How might we **introduce** users to Assistant early through personally **relevant experiences**?



How might we **help users build habits** with Google Assistant to **increase engagement**?

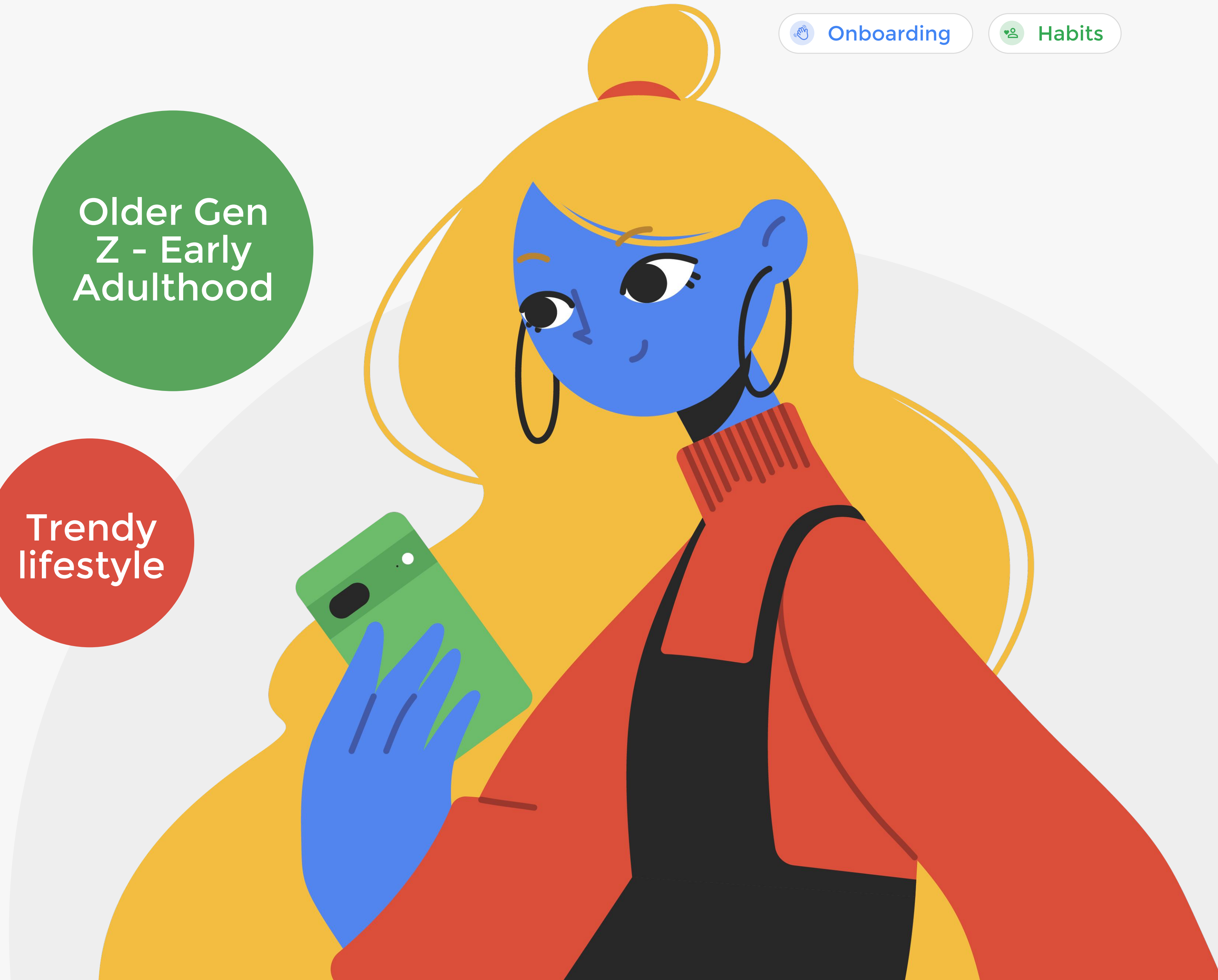
Hey Google, what are our **How Might We** statements?

18-24
user age range

Older Gen
Z - Early
Adulthood

Trendy
lifestyle

Mixed
operating
system users



Mission Statement

Our mission is to seamlessly onboard users onto Google Assistant through personalized experiences that enhance habit creation and encourage long-term platform use.

Vision Statement

Our vision for Google Assistant is to create a personalized and accessible user-centric experiences for daily life.

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Our **first step** into research...

5

different **types**
of research



Secondary Research



Survey



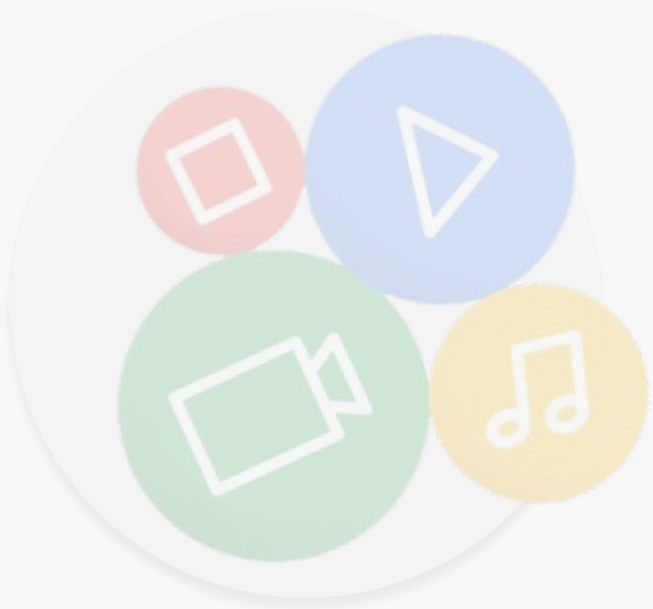
Interviews



Ethnography



AEIOU



Secondary Research



Survey



Affinitization
Research Tool



Ethnography



AEIOU

1340

Datapoints

86

Themes

10

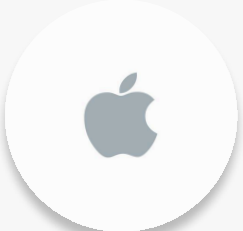
Insights

Methods of Research

The Breakdown

Secondary Research

Type of Research



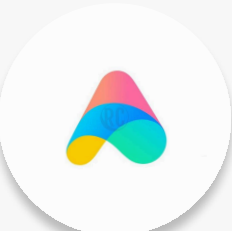
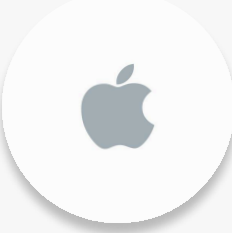
Personalization

1. Adapt to user **preferences** and **behaviors**.
2. Create a more **personalized** experience.



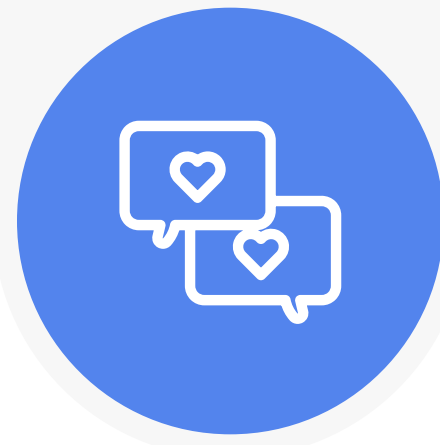
Localization

1. Competitors offer better experiences for **bilingual users**
2. Users with strong **accents** are often **misunderstood** by Google Assistant



Learning curve

1. Some users find it **difficult to learn** about new features and commands



Interaction Preference

1. **Gamified** onboarding keeps users engaged
2. **Personalized** set up keeps users interested



Usability Patterns

1. Most users utilize voice assistants for **simple tasks**
2. Most users **underutilize complex features**

our starting place

Q2 Survey

Type of Research

74 Participants

More than 50%

of participants are aware that Google Assistant is easy to use and learn, but **they want more voice interaction for engagement.**

50%

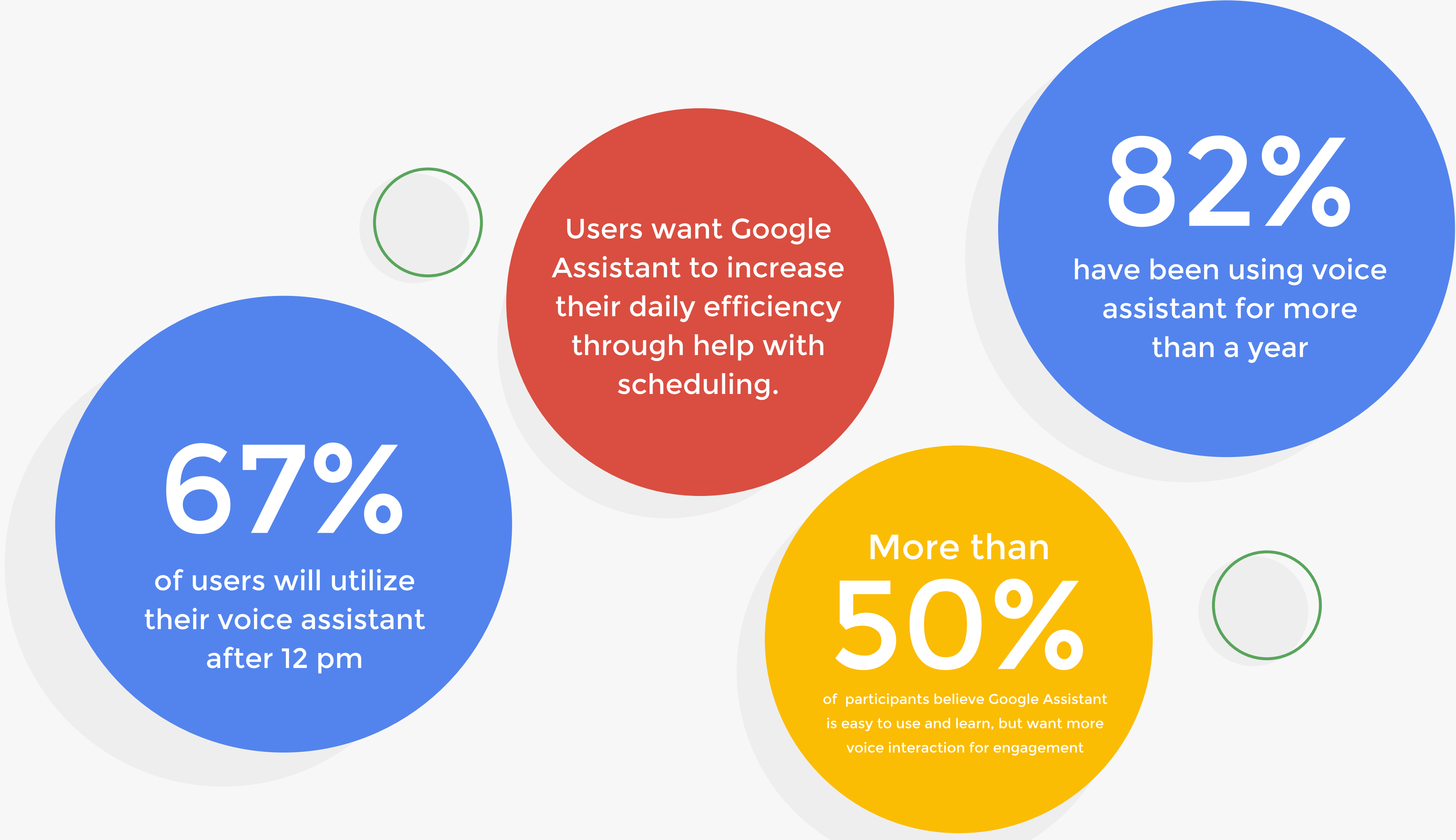
Voted a 3 or 4 on simplicity of their personal onboarding experience

40%

Voted a 4 when asked how easy it was to use a voice assistant

30%

Voted a 3 or 4 on how simple it is to learn about features



67%

of users will utilize
their voice assistant
after 12 pm

Users want Google
Assistant to increase
their daily efficiency
through help with
scheduling.

82%

have been using voice
assistant for more
than a year

More than
50%

of participants believe Google Assistant
is easy to use and learn, but want more
voice interaction for engagement

Interviews

Type of Research

Not Voice Assistant Users

1. User Inquiry on Voice Assistants (10 min)
2. Introducing Voice Assistant (10min)
3. Personally Relevant Experiences (20 minutes)
4. Early Introduction to Voice Assistants (20min)

Voice Assistant Users

1. Current Use of Voice Assistant (10min)
2. Future Expectations for Voice Assistant (15min)
3. Promotion and Referral of Voice Assistant (5min)

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24
1:1
Interviews

No
specific
cultural
background

Ages
18-26

Both
currently in
school & out
of school

What is an assistant to you?

I feel an assistant
is someone that
can keep me
organized.

Dependable
and competent
professional.

For me it is
Versatile and
proactive team
member.

My Helpful and
resourceful
aide.

Someone reliable
and provides me
efficient support.

Knowledge
able and
adaptable

Reliable and
discrete
personal aide.

Warm-up questions [5 minutes]

Current Use of Voice Assistants [10 minutes]

Introducing Google Assistant [10 minutes]

Personally Relevant Experiences [20 minutes]

Early Introduction to Google Assistant [20 minutes]

Closing [5 minutes]

“I want my assistant to tell me what it can do and offer features that fit my needs.”

“I would like to be educated about features that are not easily discoverable.”

“I would like to learn about my virtual assistant more easily, so I can use all of its features.”

Insight 1

Initial Setup & Onboarding

Users face **challenges** in **effectively** setting up and familiarizing themselves with their virtual assistant, leading to **inconsistencies** in their onboarding experience.

“I want my emotions to be a priority when it comes to my relationship with my voice assistant.”

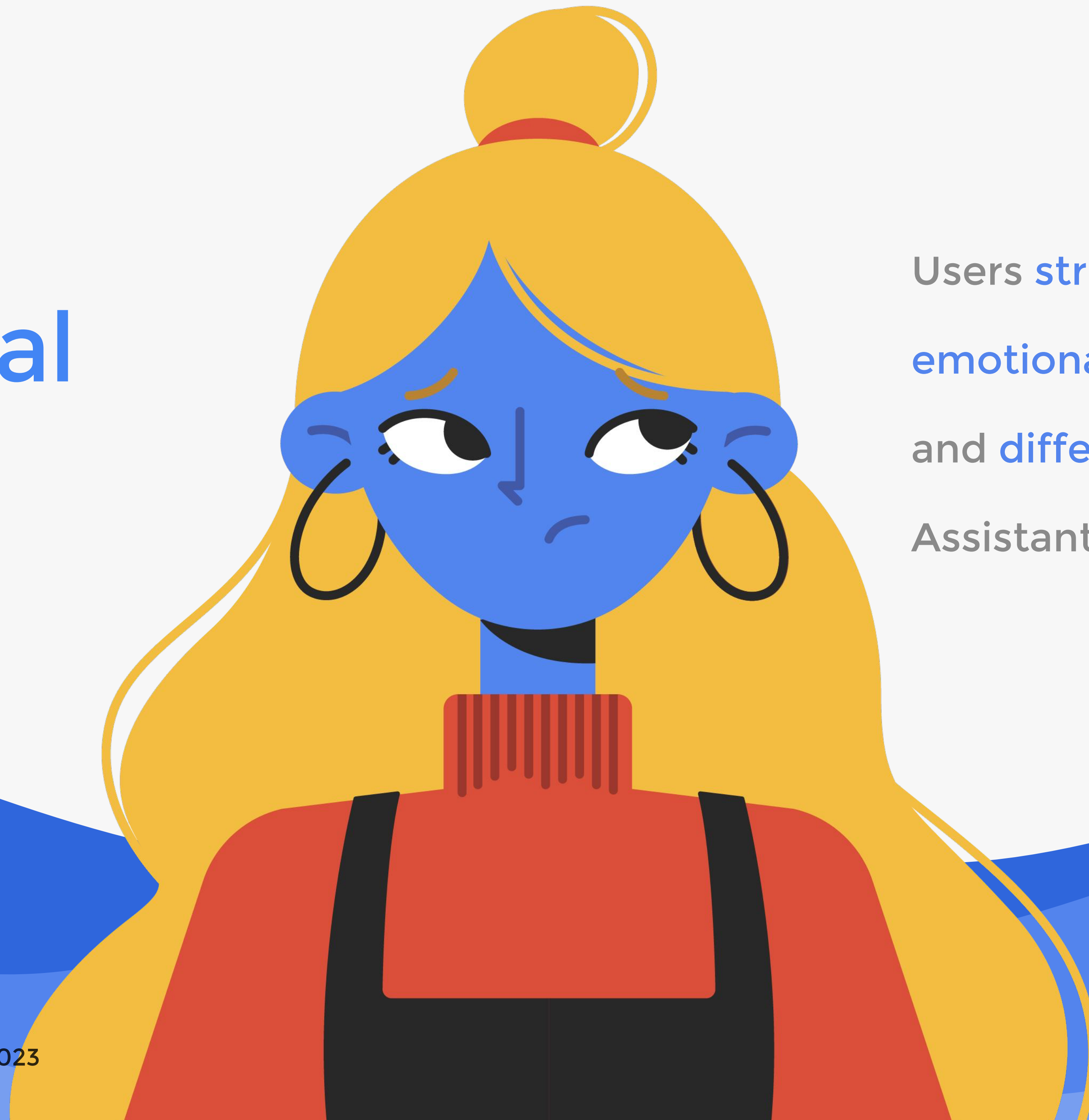
“I want my voice assistant to have an emotional, humanized aspect, but I don’t want it to try to be a human.”

“Promoting and incentivizing the use of an AI assistant will make me more interested in it”

Insight 2

Emotional Connect

Users struggle to emotionally connect with and differentiate Google Assistant.



“My virtual assistant sometimes doesn't understand what I say and doesn't fulfill my commands.”

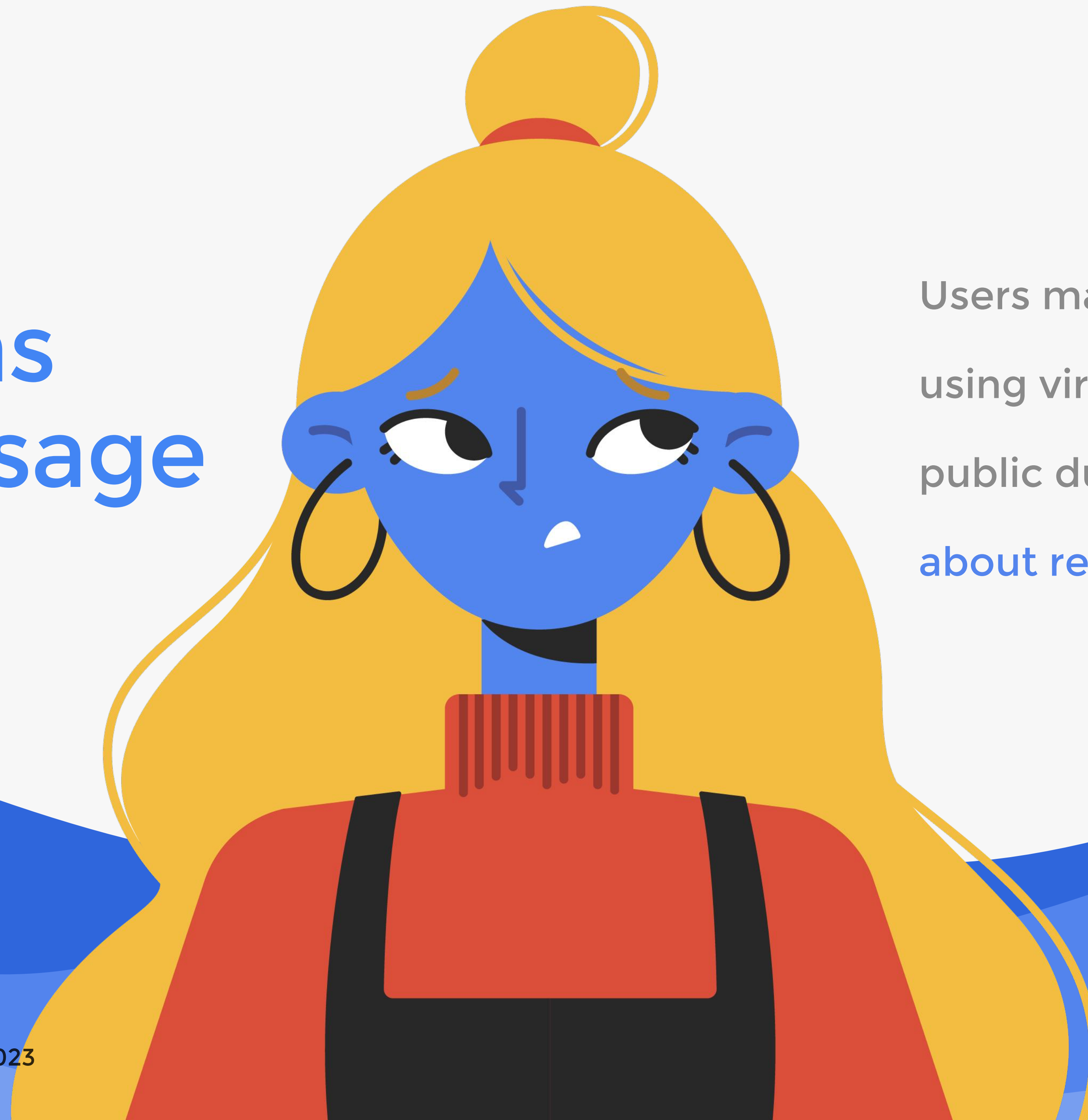
“Customization is very important to my experience and building a relationship with assistant.”

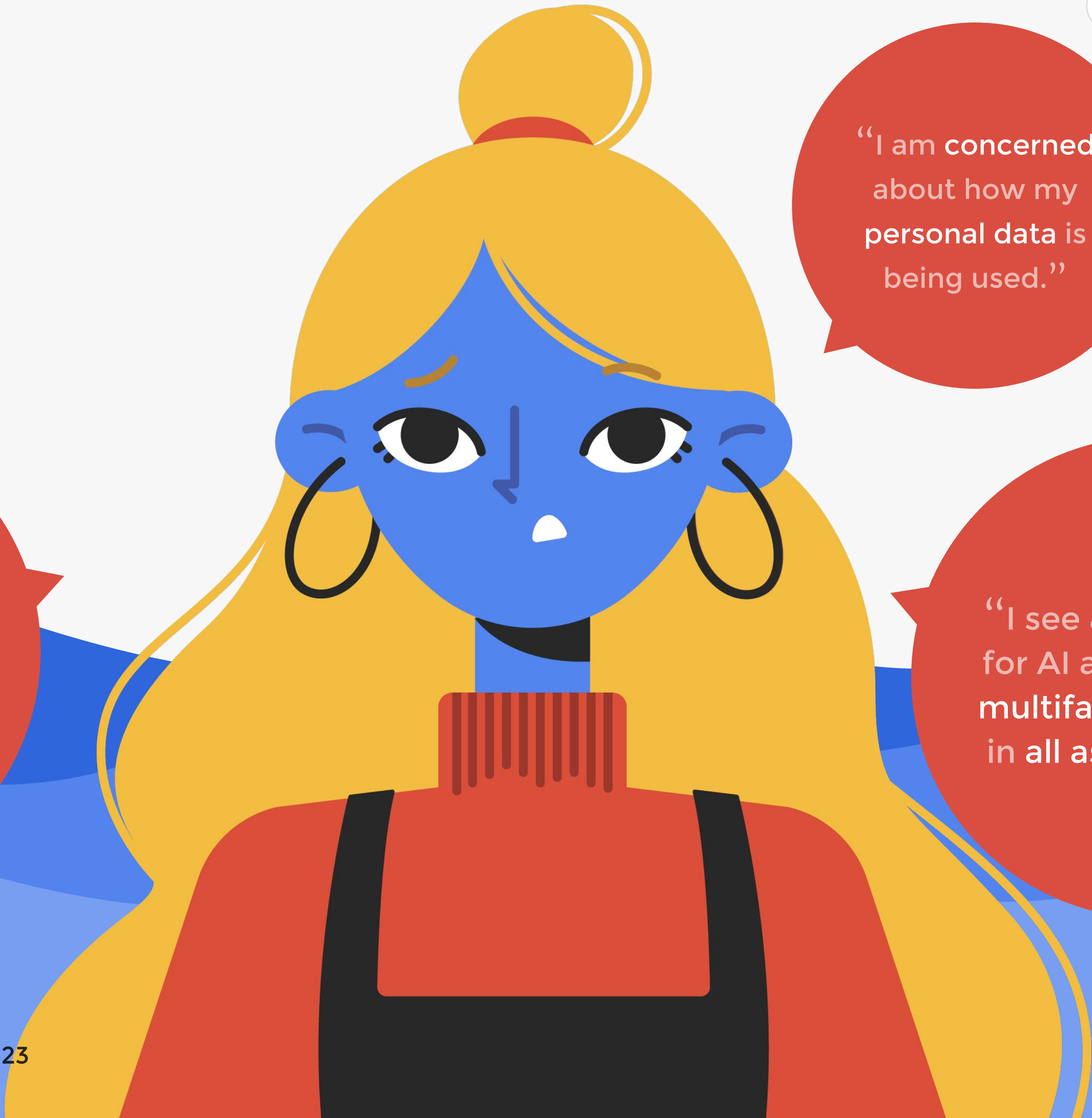
“I feel uncomfortable and embarrassed using a voice assistant in public, and I don't want to wear headphones.”

Insight 3

Concerns about Usage

Users may feel **awkward** using virtual assistants in public due to **concerns** about response accuracy.





“I am concerned about how my personal data is being used.”

“I think that AI can elevate voice assistants to work on multiple commands at once and improve functionality.”

“I see an opportunity for AI assistants to be multifaceted and help in all aspects of life.”

Insight 4

Struggles with Capabilities

Users **struggle** with their assistant's capabilities, resulting in challenges with **complex tasks and data-sharing concerns** due to unclear understanding of its potential.

“I use AI for both professional and leisure activities.”

“My expectations of voice assistants are scheduling and organizing so that it can save me time.”

“I want AI assistants to complete tasks that free up my time, do mundane things for me so I can enjoy life.”

Insight 5

Impact on Time Management

Users feel **disconnected** and **unengaged** due to **generic** and **rigid** schedule recommendations, leading to **poor time management**.

Overall Insights

1. Users expect a **seamless** onboarding and **learning** experience.
2. Users seek addressed **privacy** concerns and **advanced** capabilities.
3. Users expect **intuitive** scheduling and **personalized** recommendations for time management.
4. Users' believe **strategic marketing** can improve experience and increase **adoption**.
5. Users expect seamless experience with **intuitive** interfaces, settings, and **integration**.

Warm-up Questions [5 minutes]

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Early Introduction to Google Assistant [20 minutes]

Closing [5 minutes]

“I feel dumb each time I fail to do a task with GA. I don’t want to learn like this.”

“I don’t want to spend a long time researching its features, after failing to use it correctly.”

“I don’t dive deeper into the functions because learning is too time-consuming.”

Insight 1

Effortless Learning

Users feel upset when failing to complete a task and don't want time-consuming learning when setting up.



“I searched its features on YouTube to learn more about it after purchasing it.”

“I see what other people do with their voice assistant and explore it myself.”

“I learned what GA can do by doing. I was just trying to ask it to do certain things, to see if it can do it.”

Insight 2

Familiar Sense

Users feel excited when they first use the device, and they have the tendency to **try more new features** that they **know themselves** or from others.

“It would be helpful if GA could walk you through the things it could do without me asking.”

“I still don't know all the features after using it for 2 years.”

“I was really confused about what it can do when setting it up, I was expecting some tips.”

Insight 3

Handy Guidance

Without any tips, users are **confused** about what Google Assistant can do.



“I have a trust issue with voice assistants because I can’t have a human conversation with it.”

“I’m sad GA never accepts my love.”

“I have tried to have an actual conversation with my GA, but I feel it is more like a robot. The conversation should have more trust.”

Insight 4

Humanistic, Trustworthy

Users tried to **have a conversation** and **build trust** with Google Assistant but **felt frustrated** by the **robotic tone**.

“The fact that when I say “okay, Google”, it listens to me. That's so great. And I'm happy with that.”

“Sometimes, I use my voice assistant to tell me jokes.”

“Usually there will be a sound after you finish saying your request and a voice prompt like ‘okay Google,’ that’s helpful.”

Insight 5

Funny and Responsive Feedback

Users like comedic interactions and being heard.



Overall Insights

1. Users demand **effortless** process when setting up
2. Users expect **familiar** sense when exploring
3. Users want **handy** guidance when learning
4. User hope Google Assistant be **humanistic** and **trustworthy**
5. Users desire **funny** and **responsive** feedback from the Google Assistant

Observational Research

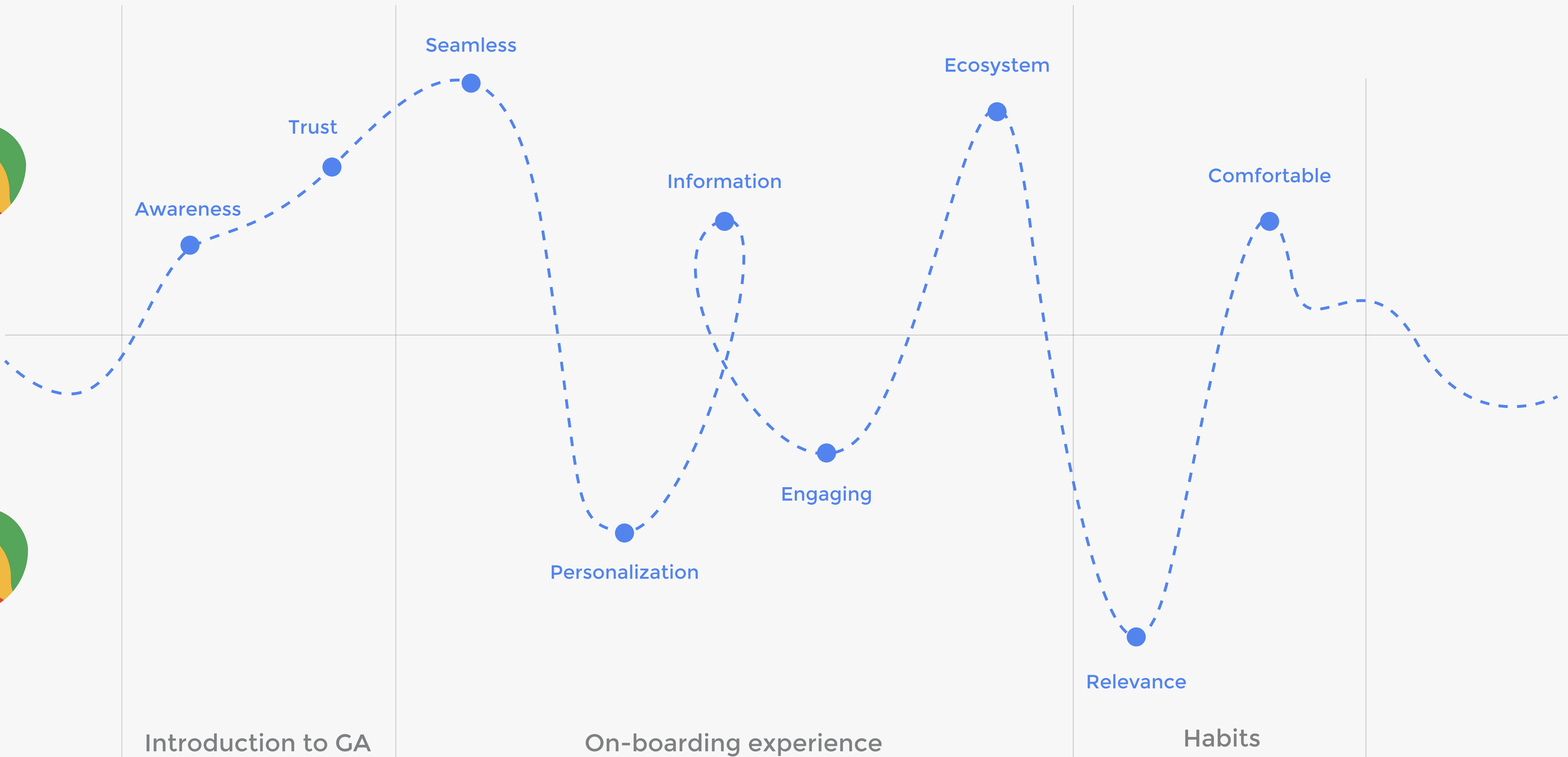
Type of Research



Happy



Sad

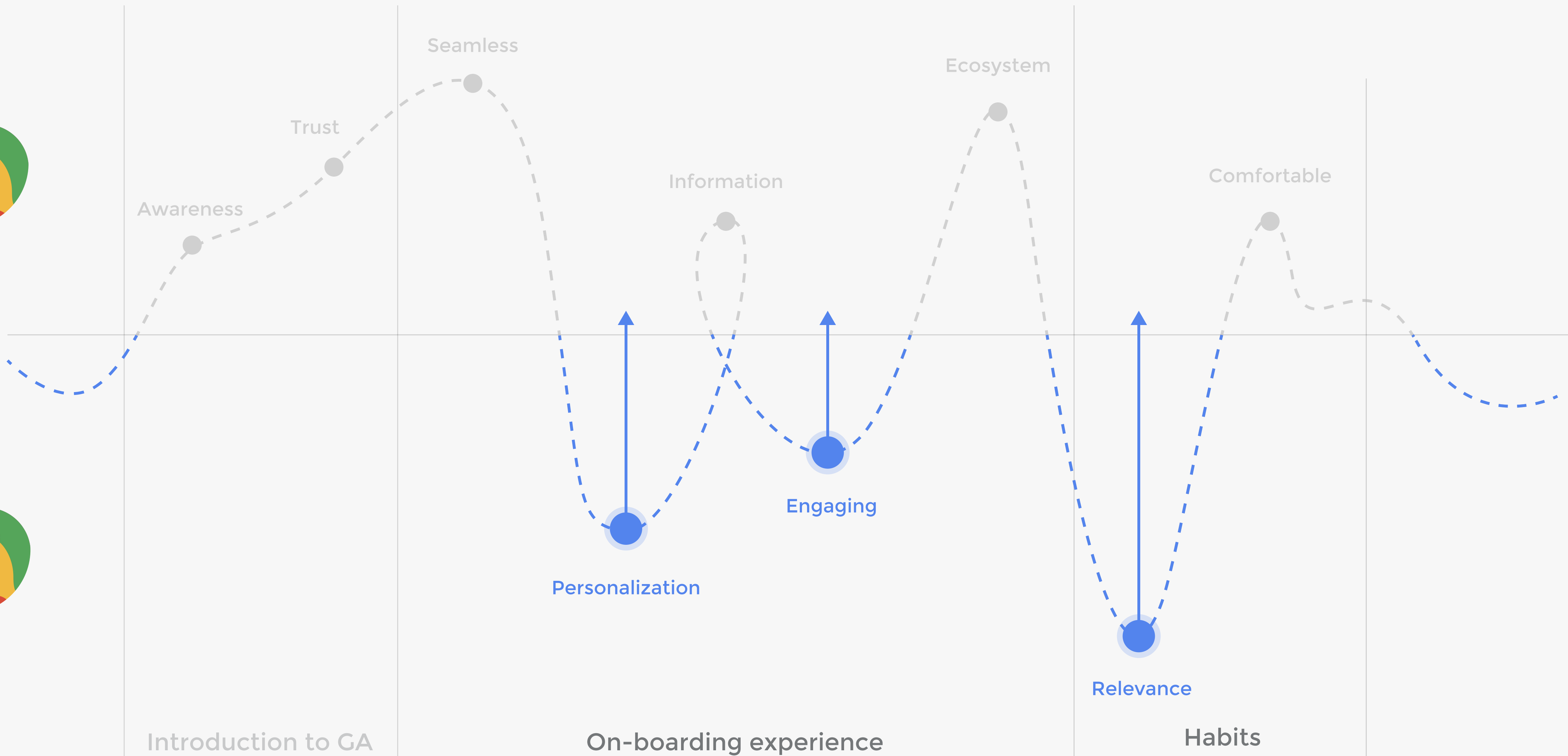




Happy

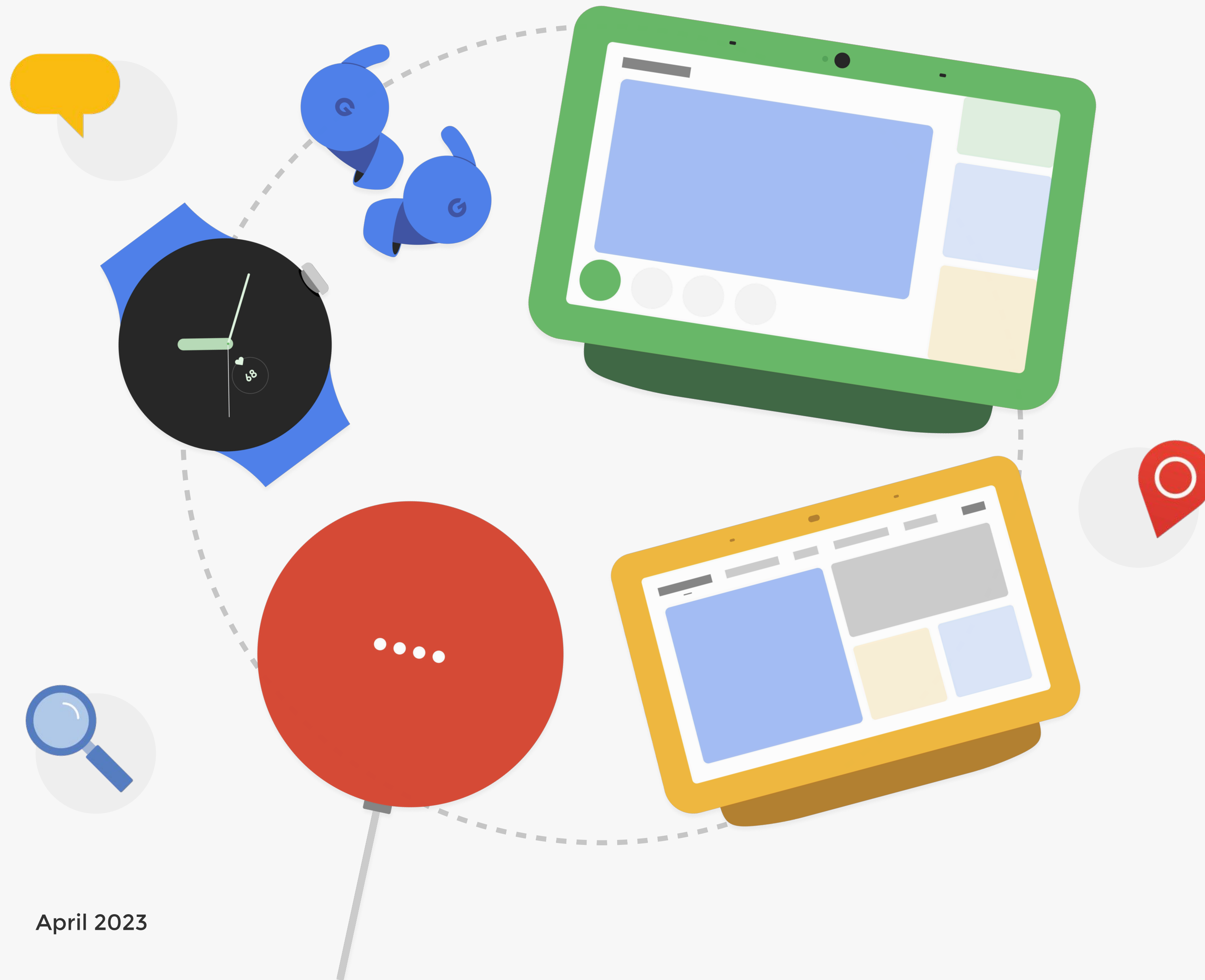


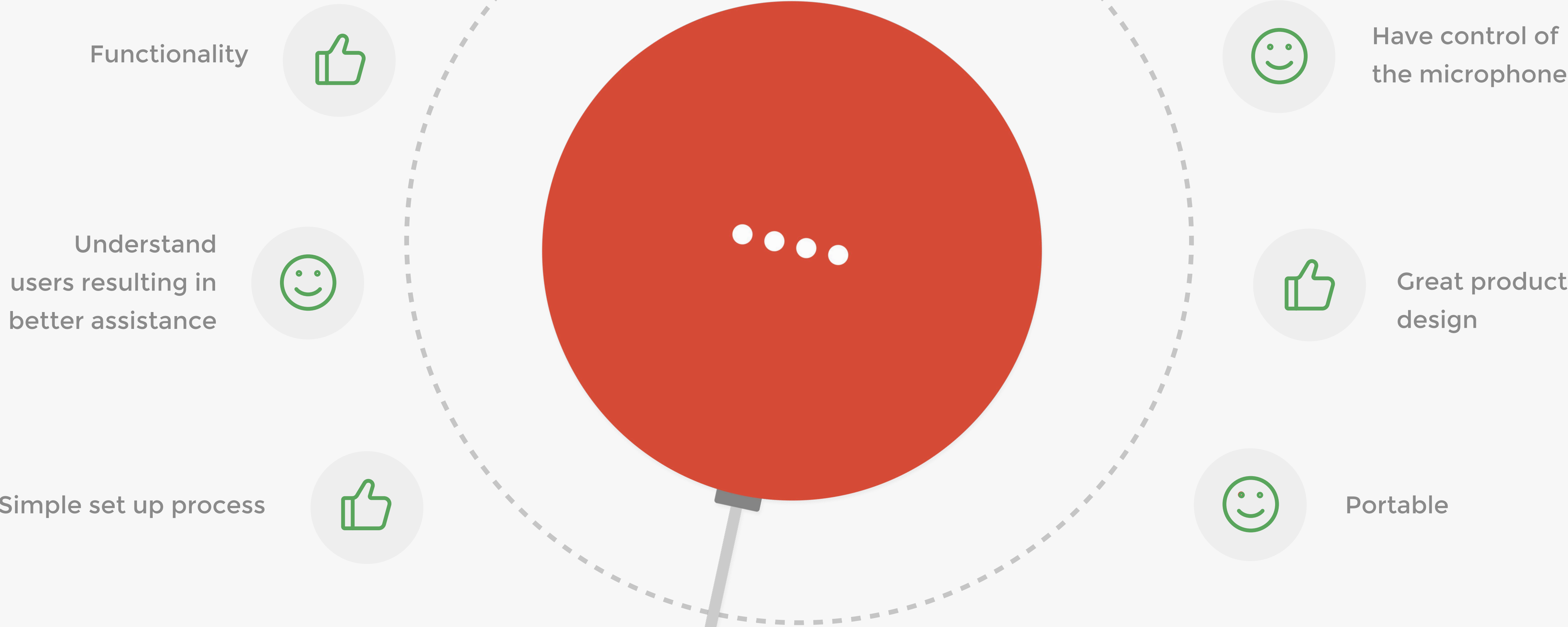
Sad

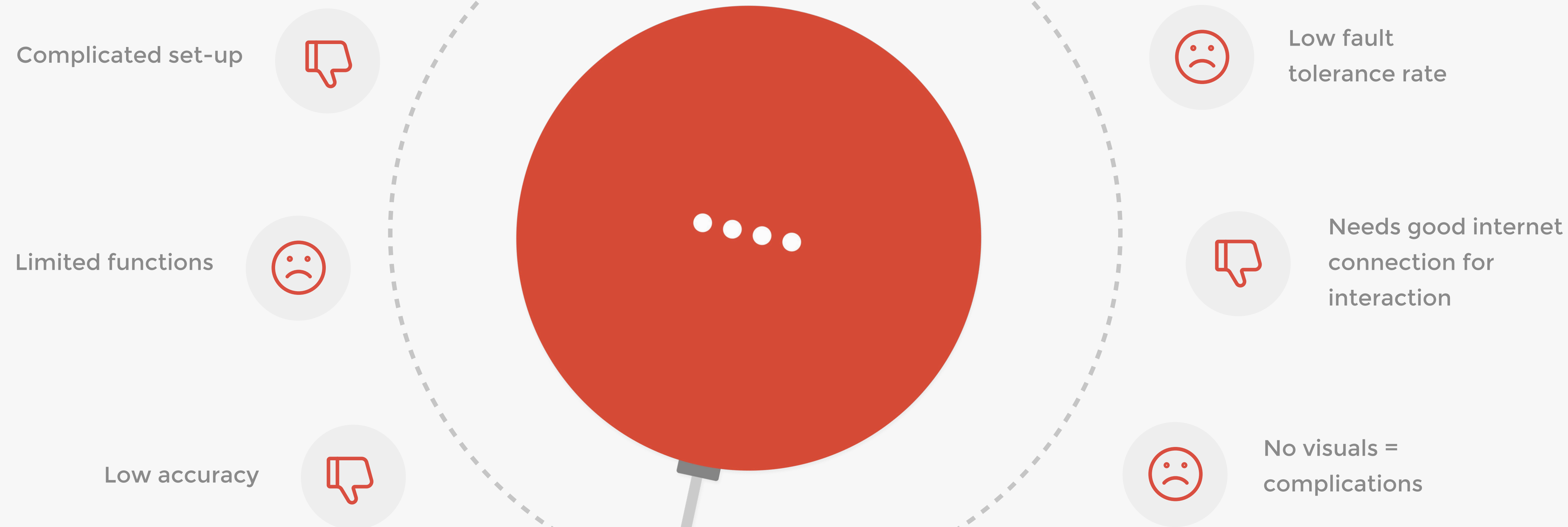


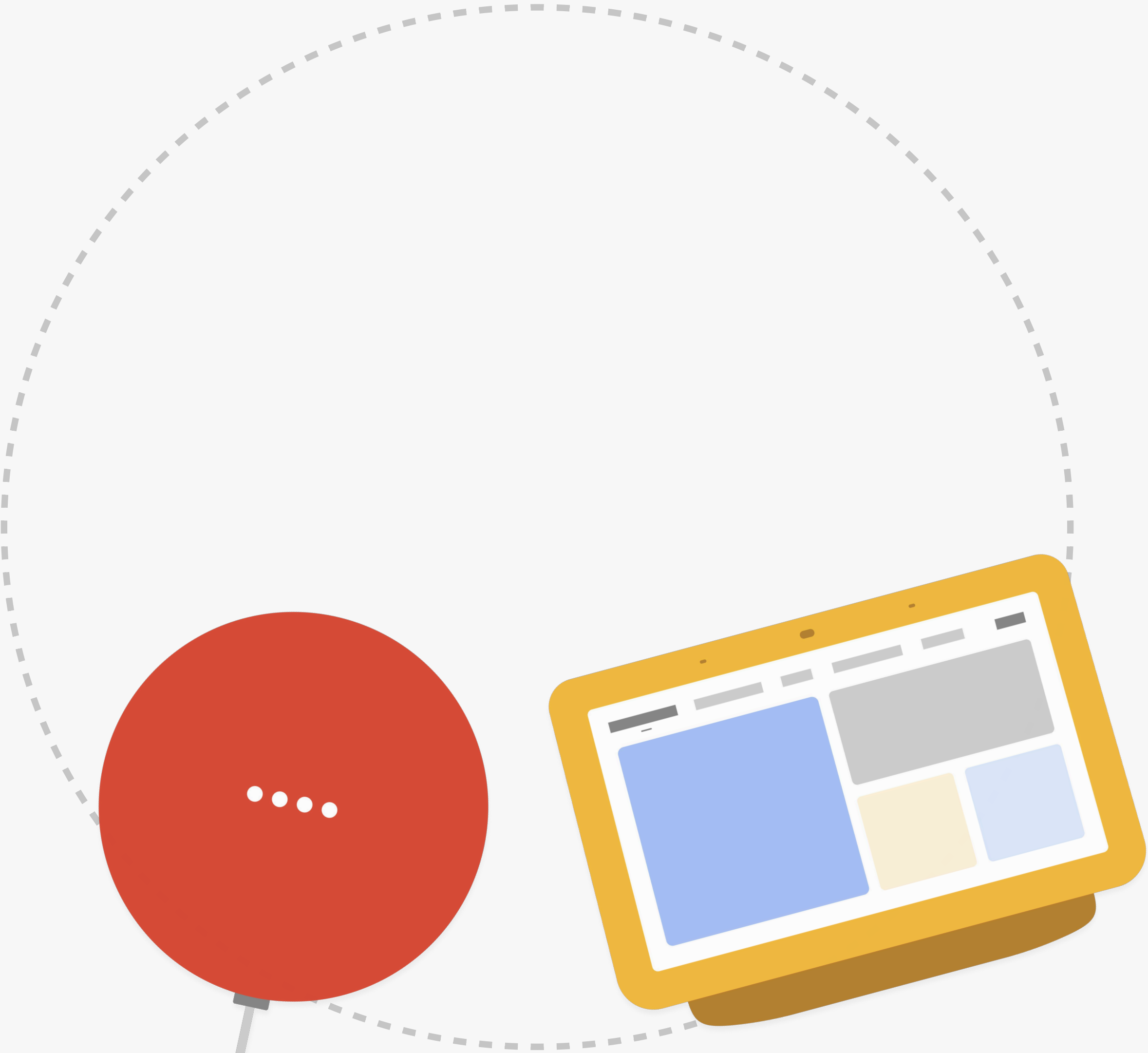
AEIOU

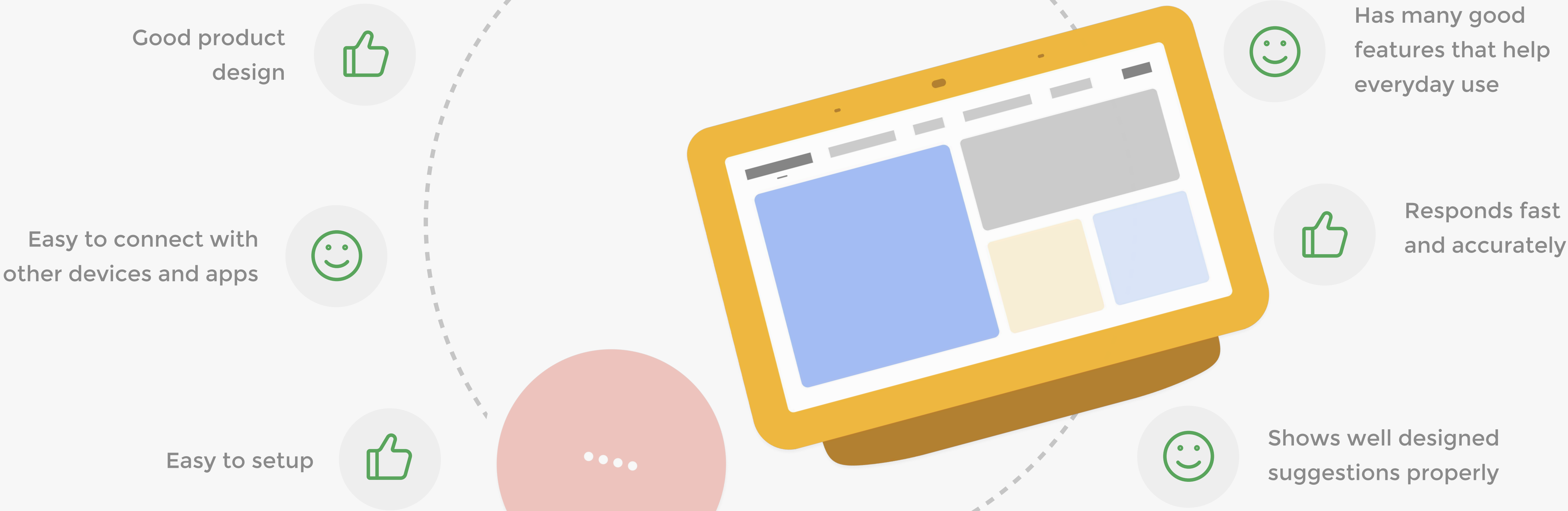
Type of Research

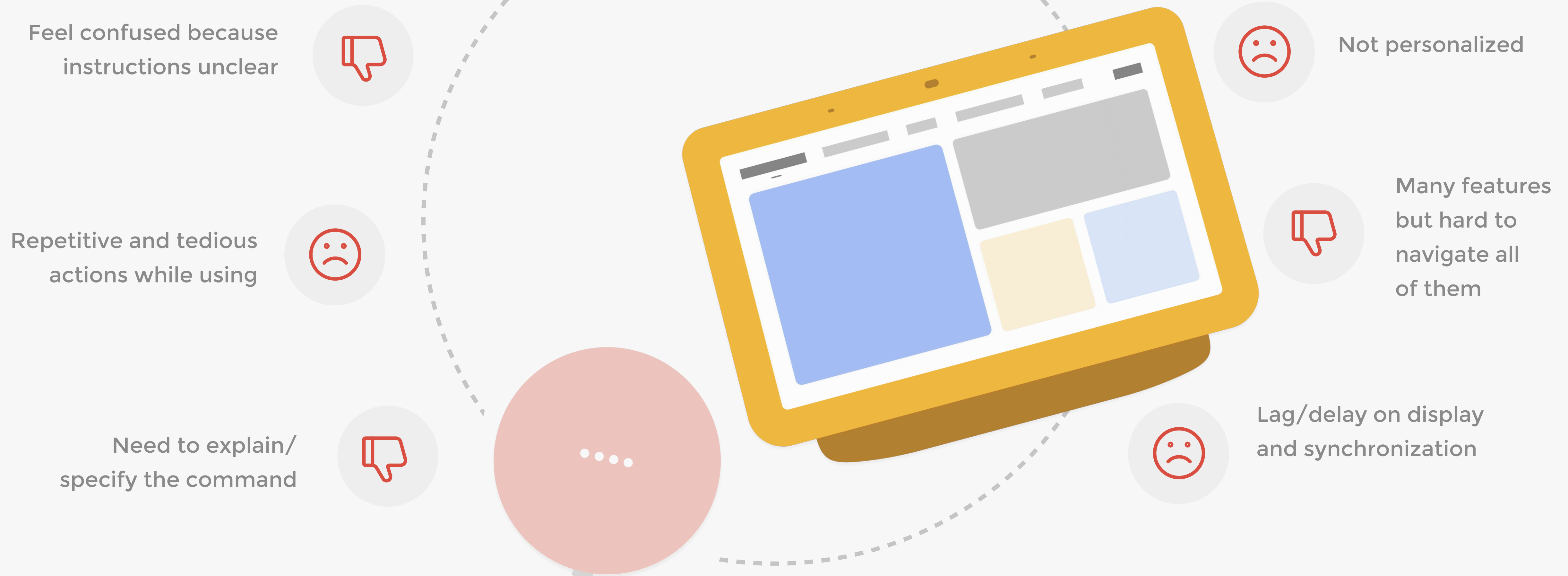


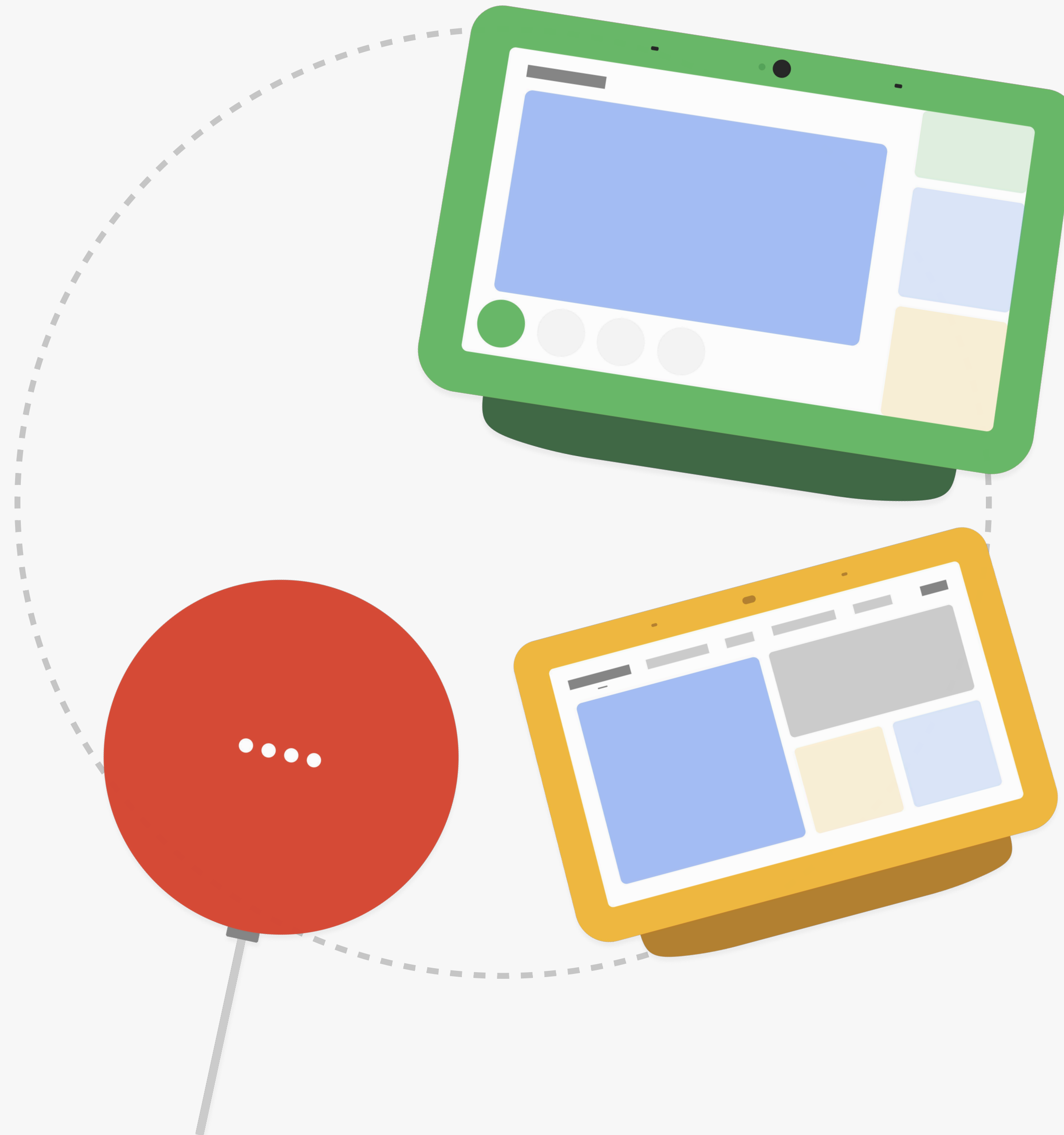












Personalized
recommendation during
set up makes everyday tasks
easier & more efficient



Adapts to user
preferences and makes
the experience more
natural over time



Respects user privacy



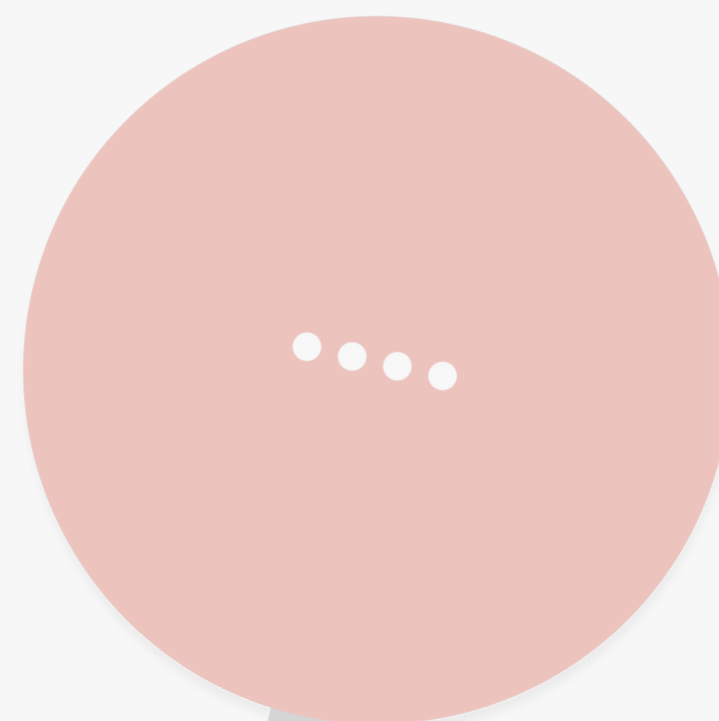
Physical buttons
allow for a sense
of security

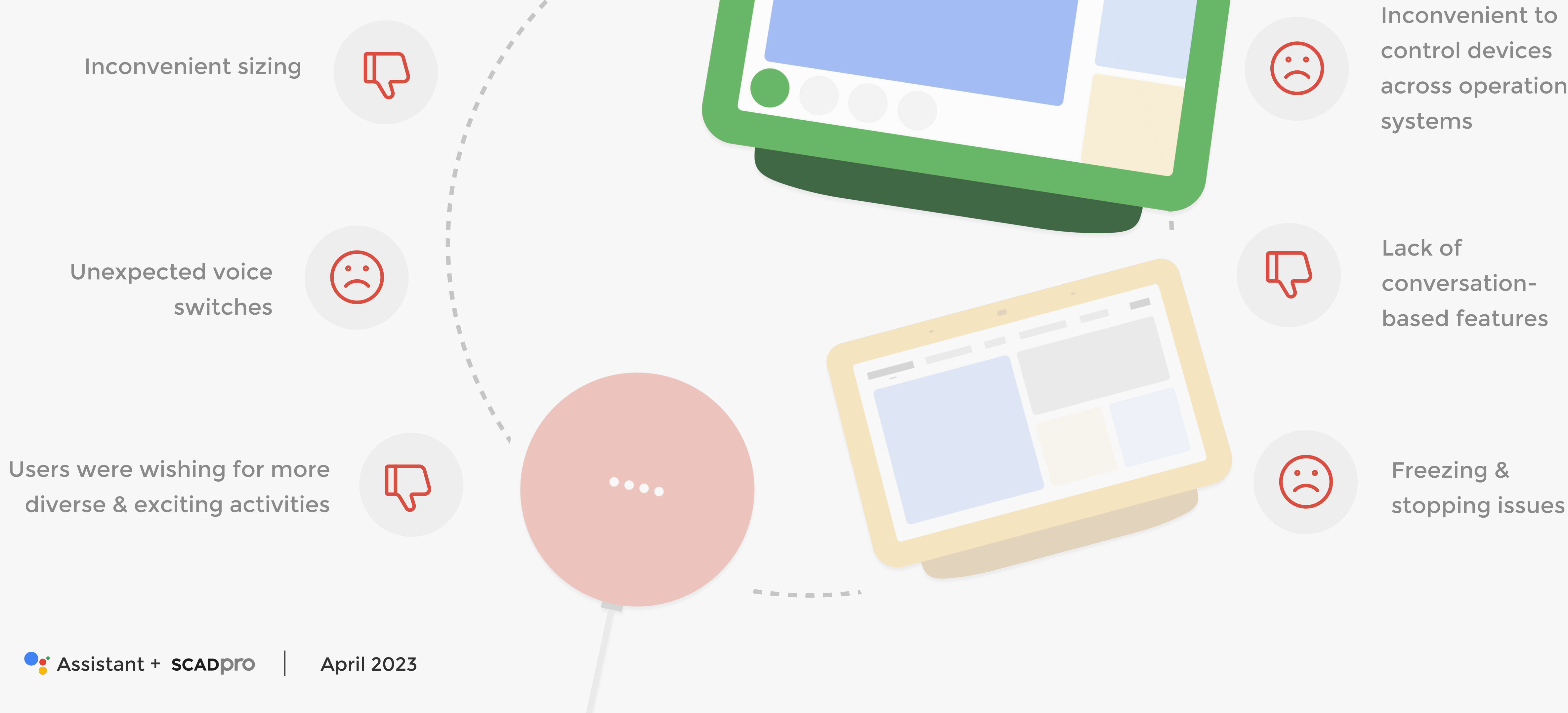


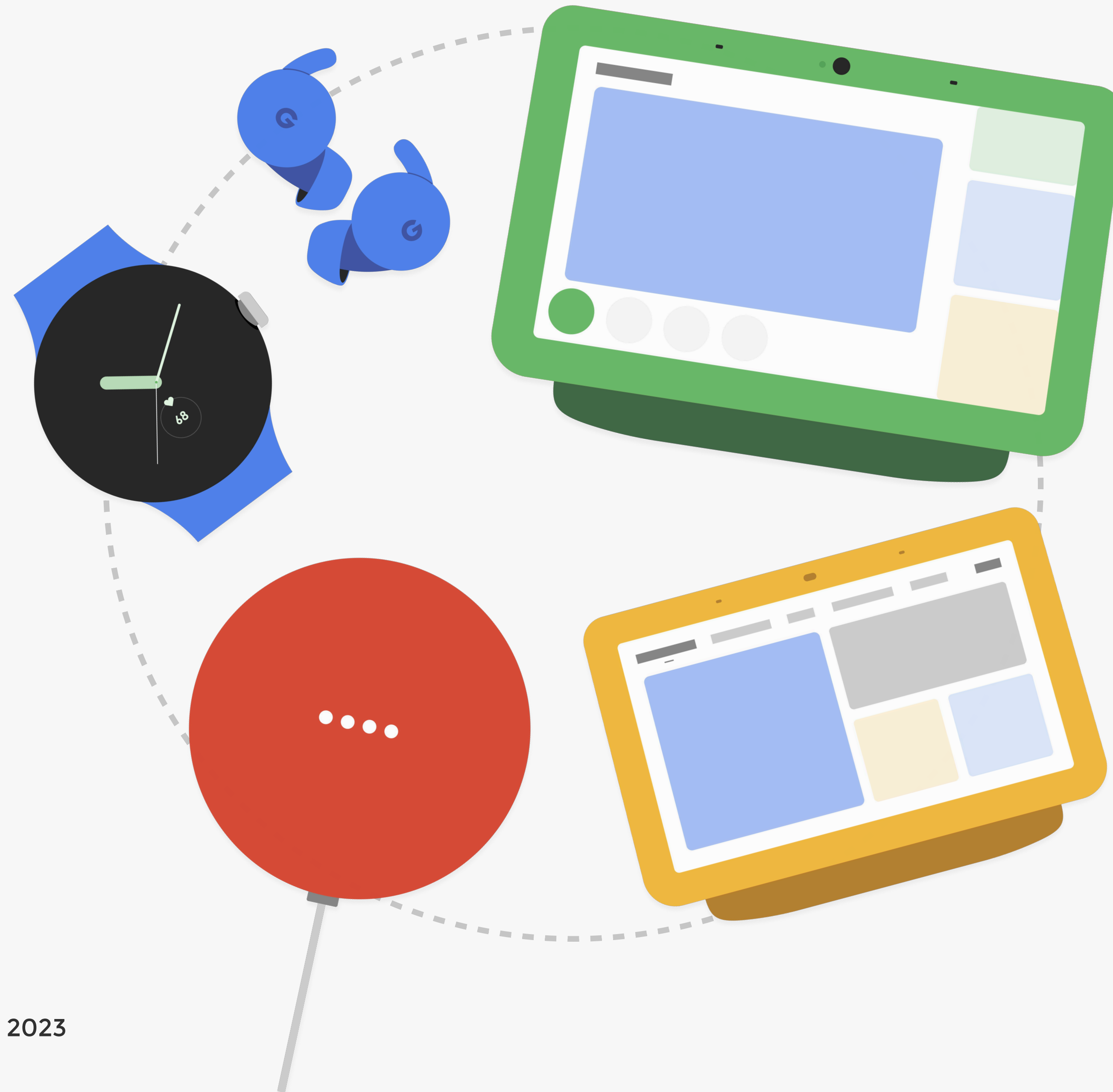
Communicates &
interacts well with
other devices



Useful & helpful
for daily tasks







Easy communication
with Google Assistant



Simple
onboarding
process



Good product design



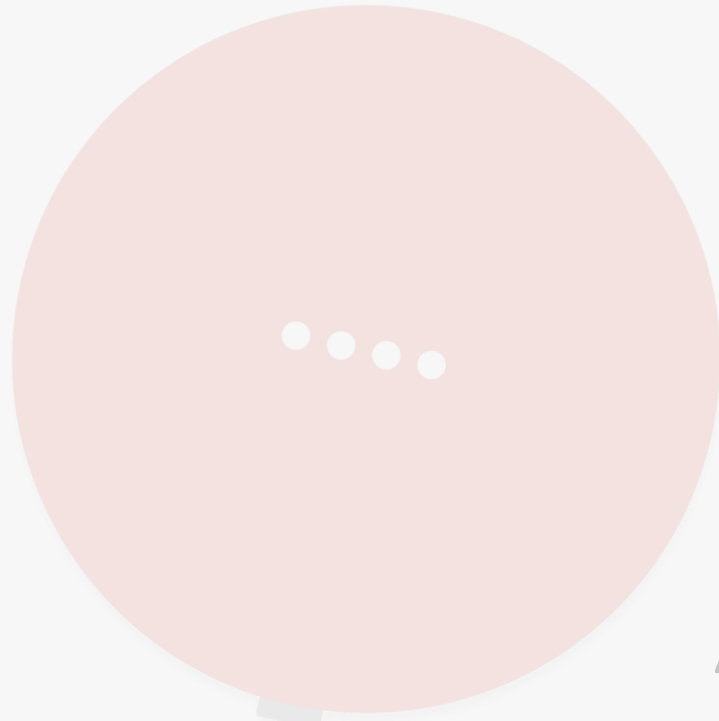
Very
comfortable
to wear



Good sound with
self-adaptation to
the outside



Long standby time



Reconnect after the connection is broken when not using Pixel phones



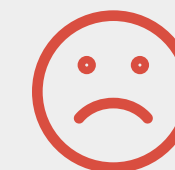
Watch's battery does not last long (<24 hrs)



No physical volume control



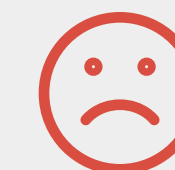
Inconvenient to adjust volume without voice commands or phone



Noise isolation needs to be improved



Manual control is still required



We
Believe...

We Believe...

We believe in a **personalized** onboarding process and meeting **advanced** user needs to promote **engagement** and **loyalty**. This can be achieved by targeting **unique** features, addressing **privacy** concerns, and providing **intuitive** scheduling, creating a competitive edge and fostering long-term **loyalty**.

We Believe...

We believe that our target audience of 18-24 year olds have **adaptive lifestyles** and **constant changes** in routines which are challenging to form and maintain. By providing **consistent and personalized guide**, we can create an **engaging** and **effortless** learning curve of forming users' habits.

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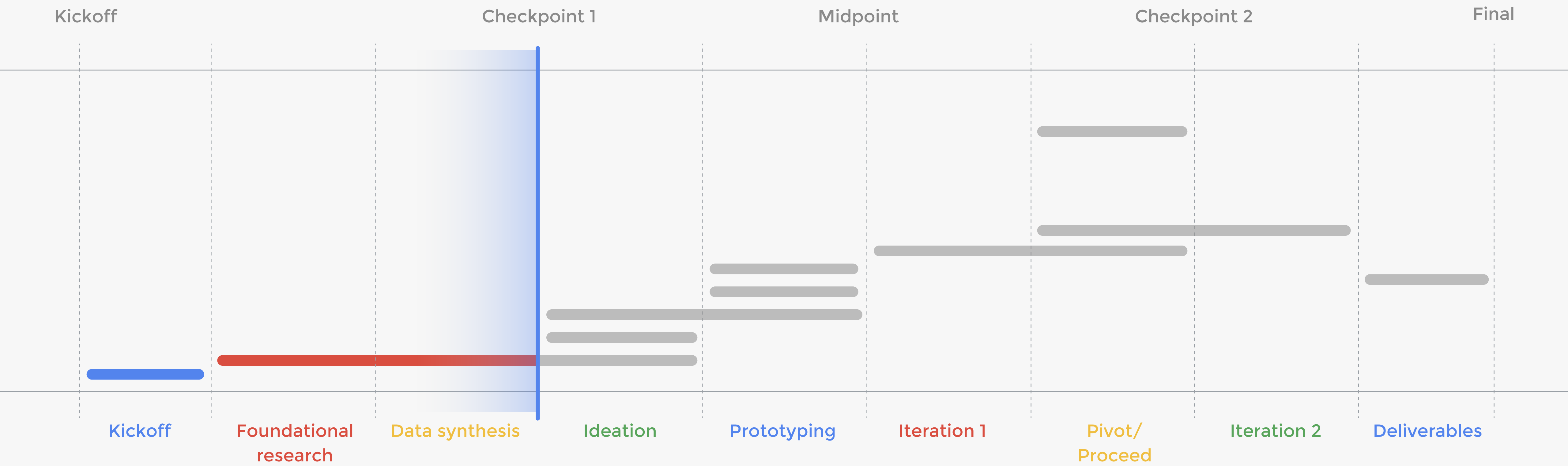
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Let's Look **forward**...

Looking Forward



Open for Questions