



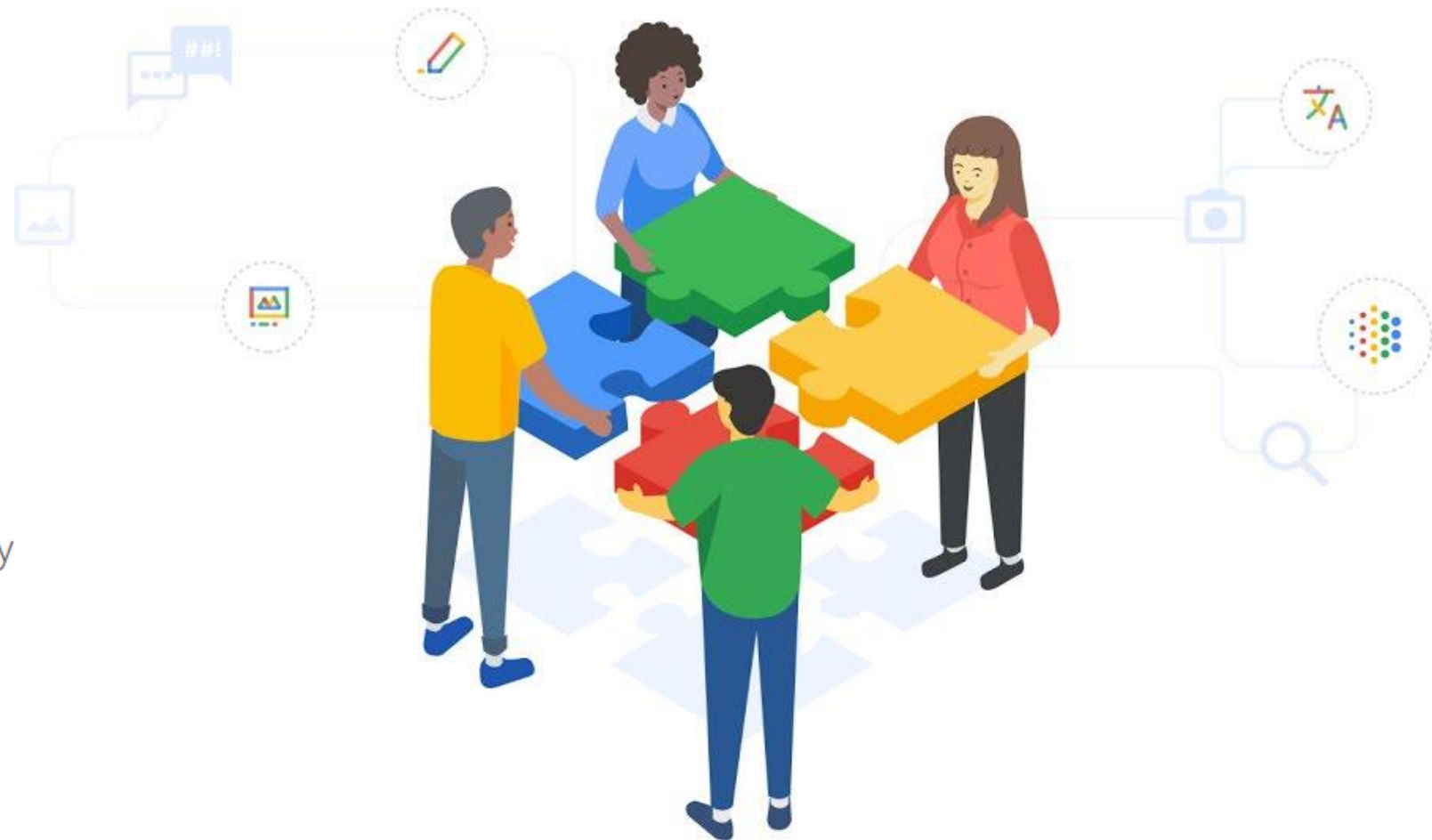
2021 Crowdsourcing Virtual Camp Team E

User Experience Optimization



Help make AI serve every- one, everywhere

Help Google create AI that understands your language and culture. Make your favorite apps and services even more useful and delightful for your community



Lack of
Incentives

Problems

Setting
Button

X User
Friendly

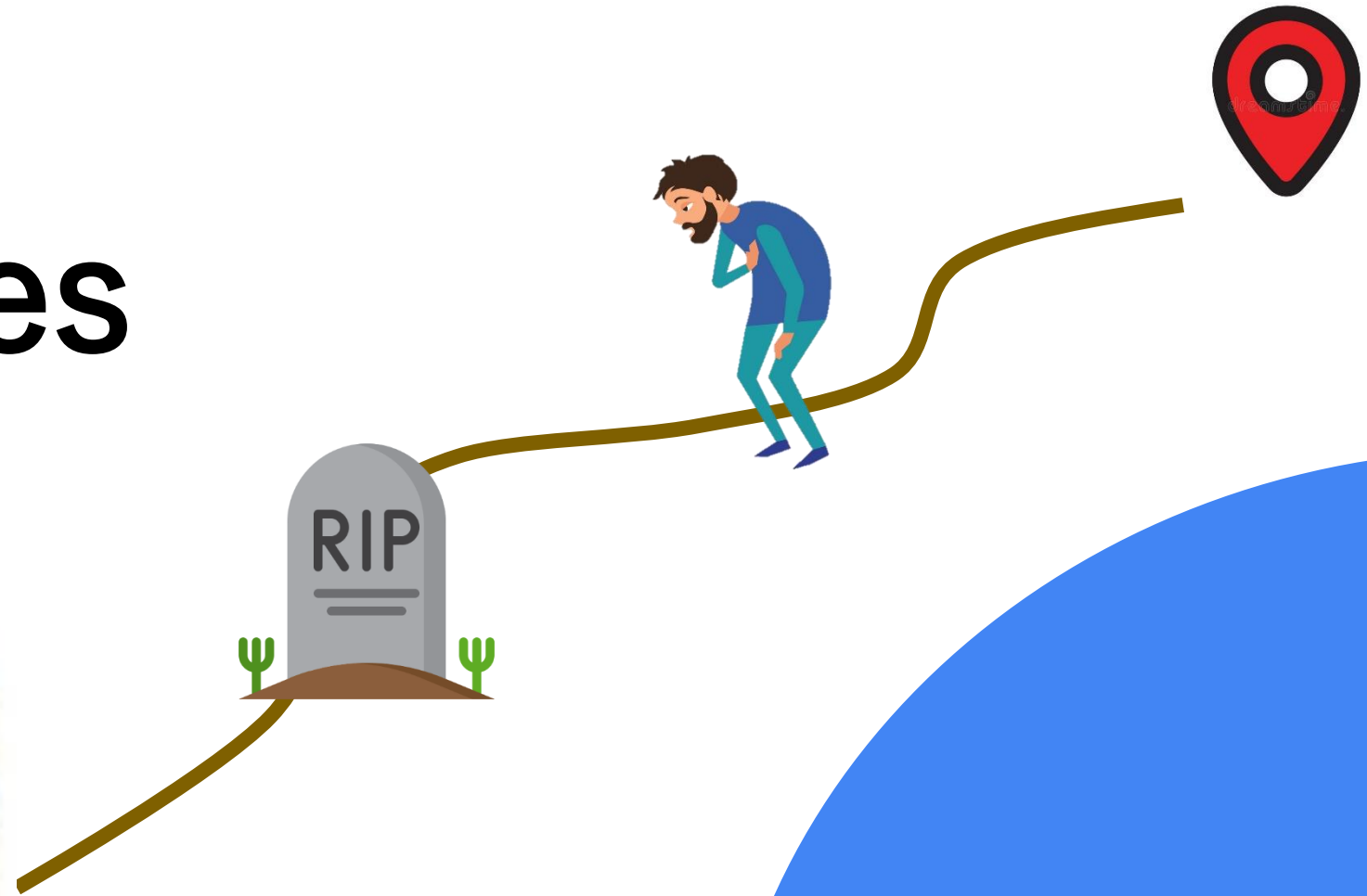


Low User
Loyalty

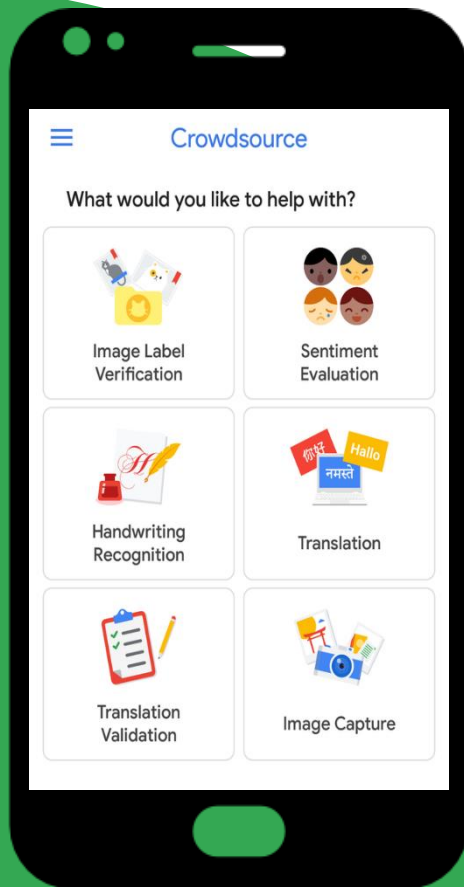
Lack of Incentives



Top Contributor Award



Setting Button



Language

Cellular Data & Offline Mode

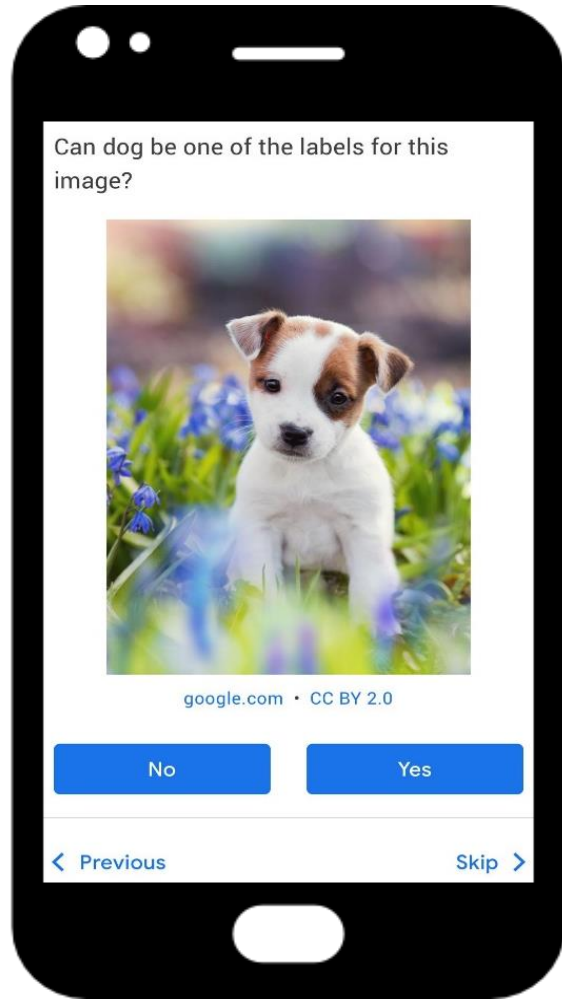
Notification & Communication

Leaderboard

Invite Code

Version & Licenses



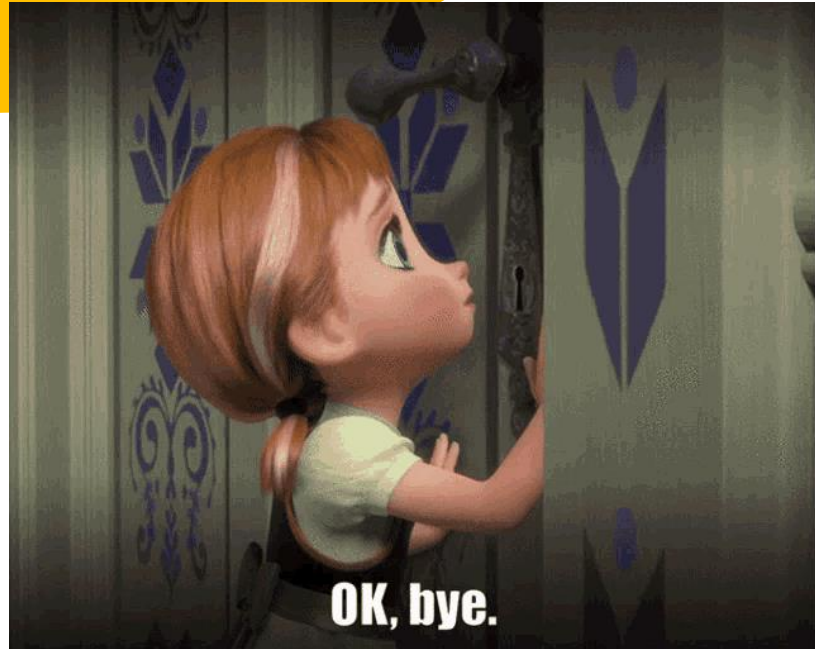


Not User Friendly

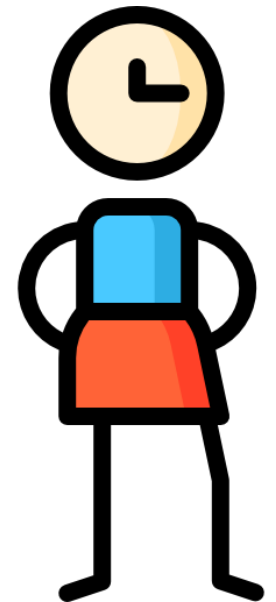


DO YOU WANT TO CONTINUE

All I want is to
QUIT the game.



Low User Loyalty



Research & Analysis





1 min 15 sec



12 minutes



10 % 4 minutes



Daily Average

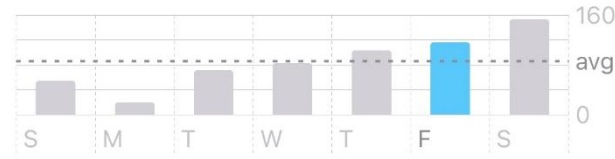
132



Most Pickups
Tuesday: 186

Total Pickups
925

Friday, July 9
116



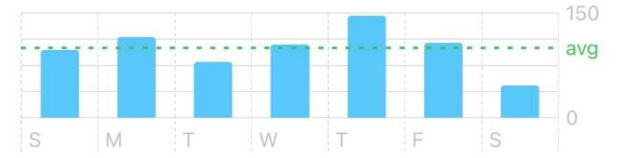
First Pickup
▲ 08:00

Total Pickups
116

Daily Average

99

↓ 9% from last week



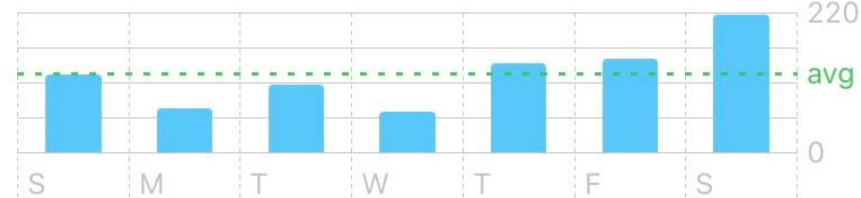
First Pickup
▲ 12:07 AM

Total Pickups
46

Last Week's Average

124

↓ 19% from last week



Most Pickups
Saturday: 217

Total Pickups
869



80 – 150 times
per day

Improvement on Current Framework

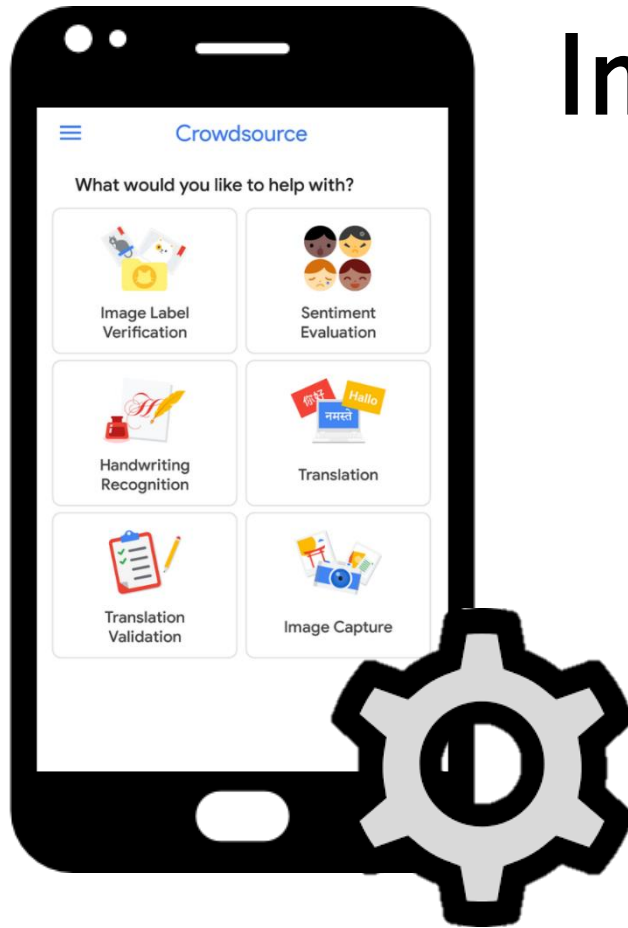
Solutions



Demo

New Features

Improvement on Current Framework



Place SETTING
on Home Page



New Features

Unlock Phone with Crowdsource



Open Data Source Platform



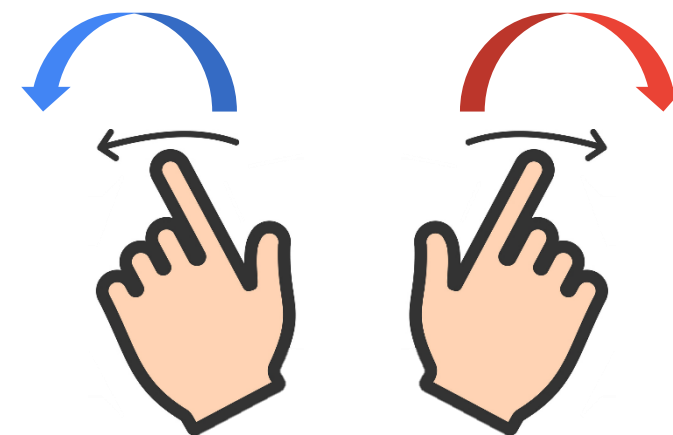
Expected Outcome



Data Labeled

+ 80

Increase Efficiency





Crowdsourcing
By Google

