

#### Four key User Demographics:

1. Students & Early-Career Learners (Ages 15–25)
2. Tech-Savvy Professionals (Ages 22–40)
3. Investors, Traders, and Business Users (Ages 20–50)
4. Productivity-Focused General Users (Ages 18–55)

#### User Persona:

- Age group: 16-24
- Computer Science student
- Location: New York
- Smart, very techy wants life to be automated
- American
- Female
- Hobbies:
  - Running and staying active through sports clubs at her university
  - Traveling with friends and posting on Instagram
  - Reading sci-fi and tech innovation blogs
  - Volunteering at hackathons and mentoring younger students

#### Value Proposition:

Most users face inefficiency juggling apps and information across digital and physical tasks.

Jarvis exists to unify these experiences, first by automating workflows, and later by becoming a tangible holographic system that provides real-time visualization and assistance. The goal is to make technology feel natural, interactive, and seamlessly integrated into everyday environments.

#### User Research:

1. Interview (What people in the target demographic look for):
  - a. Do you already use Siri/Alexa/Google Assistant? What do you like or hate about them?
    - i. “I use Alexa all the time for reminders and music, but I hate how it randomly mishears me.”
    - ii. I hate that I have to yell across the room I’d rather just have a touchpad with quick buttons I could press.
    - iii. “I only use Google Assistant because it’s built into my phone, but it’s too slow sometimes.”
  - b. If you had your own ‘Jarvis,’ what’s the first thing you’d want it to do?
    - i. “Automatically start my day by reading emails, news, and weather aloud.”

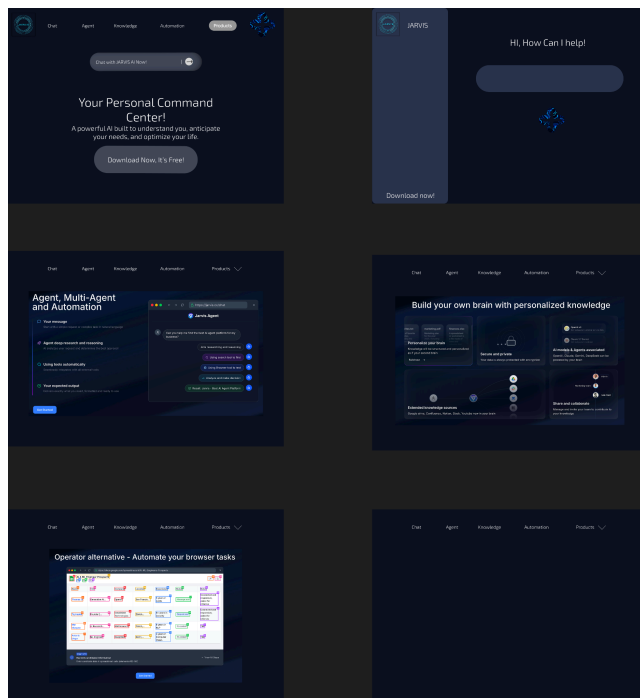
- ii. “Control my whole room, lights, music, and computer, without me touching anything.”
  - iii. “Handle my school tasks like homework reminders and assignment drafts.”
- c. How important is privacy to you when using a voice assistant?
  - i. “Very important. I’d only use it if my data stayed on my device.”
  - ii. “Somewhat important, but I’ll trade privacy for convenience.”
  - iii. “Not really important. I just want it to work quickly.”
- d. What’s your biggest frustration with current voice assistants?
  - i. “They misunderstand simple commands way too often.”
  - ii. “They can’t do complex tasks like summarizing my emails or combining apps.”
  - iii. “They’re too limited unless you pay for extra features.”
- e. What would make you trust a Jarvis-style AI more than Siri or Alexa?
  - i. “If it showed me exactly what it was collecting about me.”
  - ii. “If it learned my habits but still kept my info private.”
  - iii. “If it was open-source so I could see how it works.”
- 2. Task Observation (Shadowing Users During Real Routines)
  - a. Sequence of apps opened and in what order
  - b. Time spent switching between tabs and tools
  - c. Repetitive actions (opening Spotify, checking email, etc.)
  - d. Tasks that could be automated (timers, reminders, calendar)
- 3. Prototype Testing (Low-Fidelity Voice Command Demo)
  - a. Usability feedback (clarity, speed, natural flow)
  - b. Whether commands are understood the first time
  - c. User confidence in Jarvis handling tasks
  - d. Suggestions for additional features
  - e. Reactions to proactive suggestions (e.g., “Do you want Spotify opened?”)

#### Brainstorming:

- 1. Smart Routine Automator
  - a. A system that predicts user behavior and performs tasks automatically, such as opening apps, preparing study/work environments, or playing focus music when certain patterns are recognized.
  - b. Three Integratable Aspects:
    - i. Adaptive Learning: Jarvis tracks user habits and improves recommendations over time.
    - ii. Routine Triggers: Time-based or behavior-based triggers (e.g., “3 PM study session auto-setup”).

- iii. Auto-Launch Workflows: Automatically open the user's most-used apps when the device boots up or when a session starts.
- 2. Emotional + Context Awareness
  - a. A system that detects the user's tone, mood, or context (e.g., stressed, tired, focused) and adjusts its responses, suggestions, or music choices accordingly.
  - b. Three Integratable Aspects:
    - i. Tone-Based Responses: Jarvis changes how it talks to the user (calm, energetic, supportive).
    - ii. Mood-Based Music or Lighting: Automatically selects playlists that match or improve mood.
    - iii. Contextual Suggestions: If the user sounds stressed, Jarvis may suggest a break, a breathing exercise, or a productivity tip.
- 3. Multi-Device Holographic Extension
  - a. A physical holographic projector (future phase) that displays 3D interfaces, data panels, stock charts, or study helpers in augmented space.
  - b. Three Integratable Aspects:
    - i. Hologram-Ready UI Components: Designing Jarvis's UI in a way that can eventually be displayed in 3D.
    - ii. 3D Data Visualization: Stock graphs, calendar mappings, task lists, and diagrams shown visually in a hologram later.
    - iii. Voice-Controlled AR Panels: The user could position, open, or close holographic windows hands-free.

Prototype:



Feedback gathering:

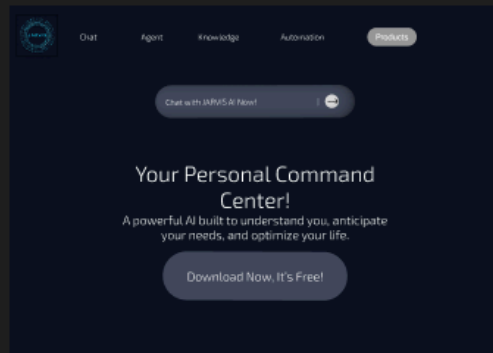
- “Make more button interactive”
- “Add a Logo”
- “I like the interactivity and the UI”

Feedback integration:

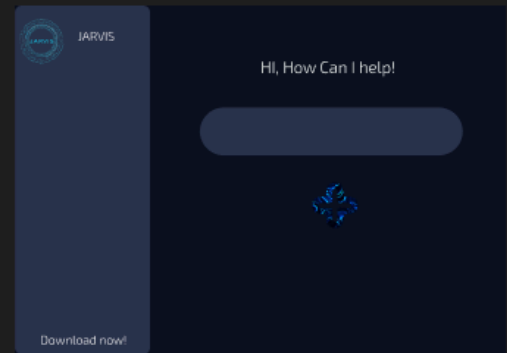
- Add more buttons
- Logo

Refined Prototype

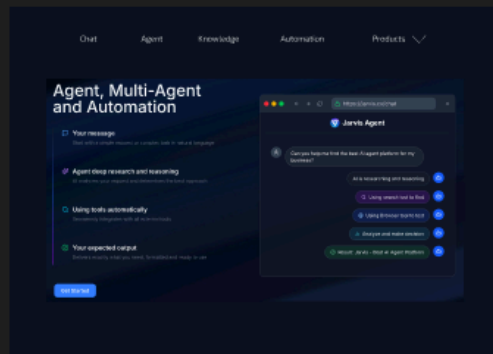
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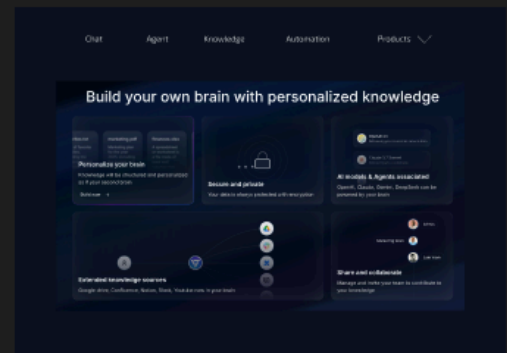
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Desktop - 3



Desktop - 4



Desktop - 5

