



Facemoji Forward

Transforming User Experience with Generative AI for Gen Z Engagement

Ascend Consulting

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Prepared for Facemoji Keyboard

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Executive Summary

01. Generative AI for Gen Z

02. Competitor & Strategic Analysis

03. Proposed Solutions for Facemoji

04. Q&A

05. Research Sources

Objectives

01

Gain a deeper understanding as to what the significance and impact Gen AI has on the Gen-Z demographic.

02

Delve into the analysis of the overall market and specific competitors of Facemoji to gain insight into how Facemoji can utilize the field to develop further on the Gen AI space.

03

Introduce novel solutions that can further improve both the current Facemoji features *and* implement brand new tactics.



01

GENERATIVE AI FOR GEN Z

Gen AI in the Context of Gen-Zers

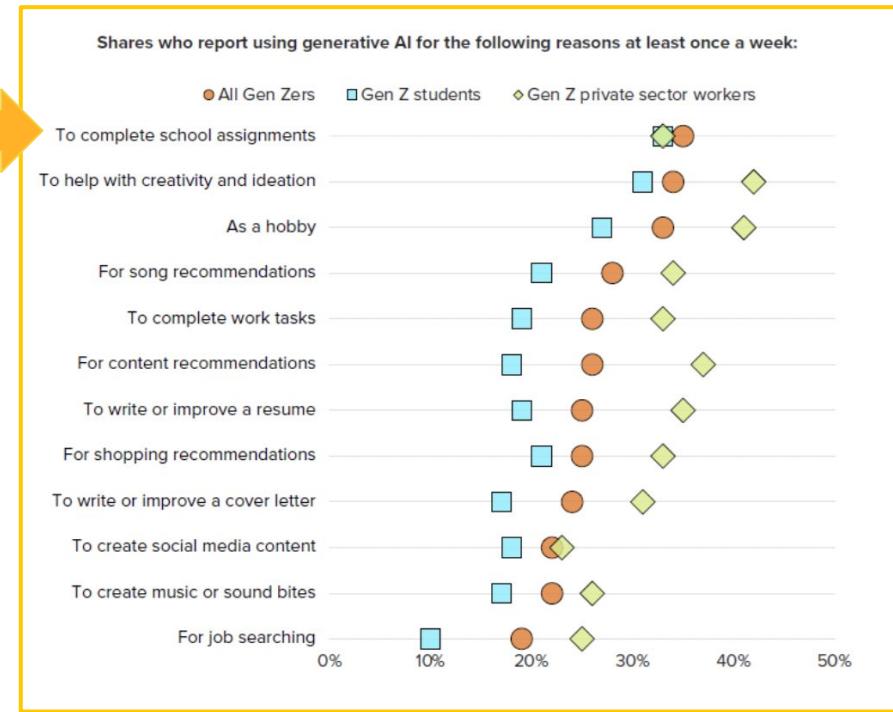
Generative AI generates **creative content** through text, speech, emotion



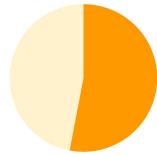
30%
of Gen Z uses Gen AI to complete school assignments



40%
of Gen Z private sector workers uses Gen AI to help with creativity and ideation



Gen AI in the Context of Gen-Zers



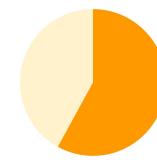
53%

of Gen Z uses apps for
4 hours or more daily



65%

of Gen Z prefer to learn
things **via video**



58%

of Gen Z use Gen AI in the
last month



70%

reported using Gen AI more if
they **knew more** about the
technology

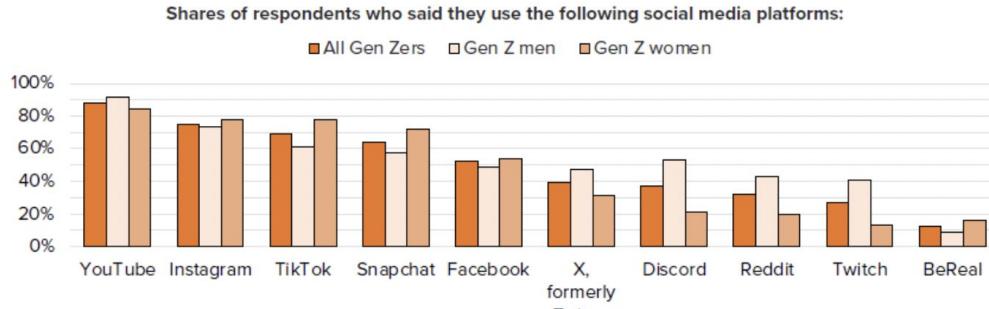


64%

would use it more if it was
more **secure- data privacy**



Gen AI in the Context of Gen-Zers



Source: Morning Consult Research Intelligence. "I do not use social media" responses not shown.

Youtube

Is Gen Z's **most used** social media platform.

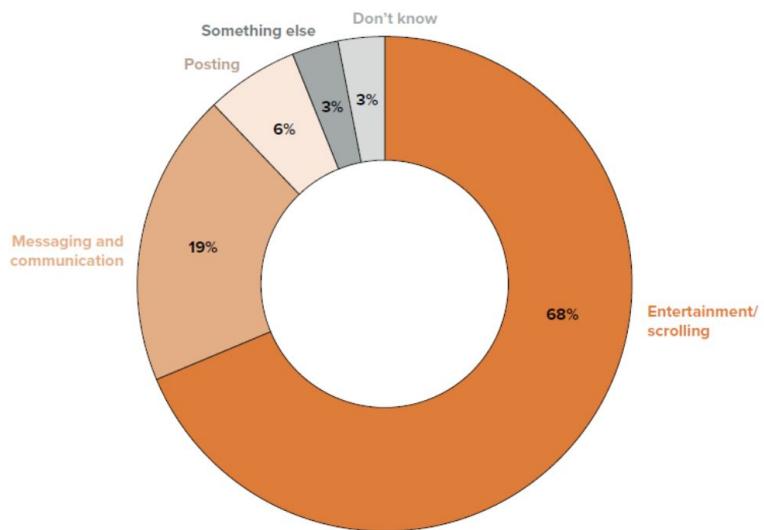
Youtube is also Facemoji's **least targeted** entertainment platform



There is **room to grow** here for Facemoji

Gen Zers primarily rely on social media for entertainment

Respondents identified their main reason for using social media



Source: Morning Consult Research Intelligence. Figures may not add up to 100% due to rounding.

Gen AI in the Context of Gen-Zers

Virtual Keyboards

in terms of Gen AI has been more popular in recent years

\$1.1 billion

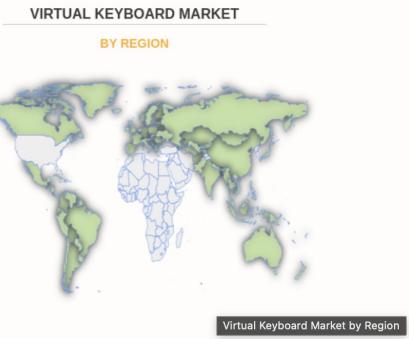
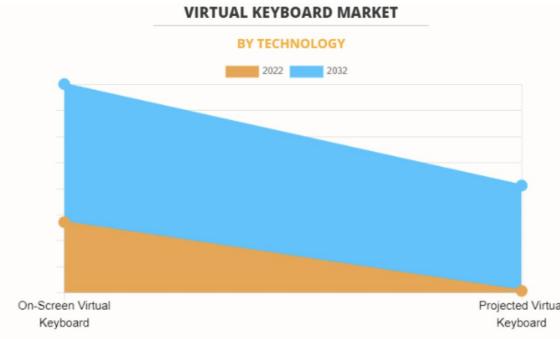
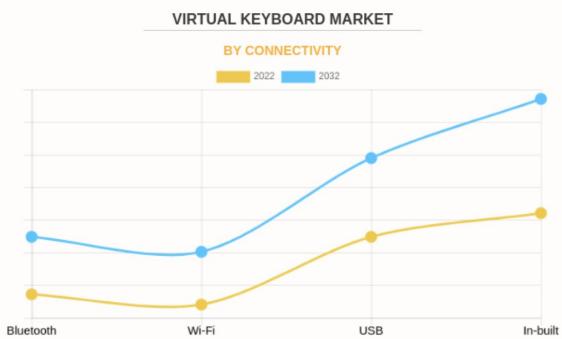
Global Virtual Keyboard market value in 2022

\$2 billion

Market projected rate by 2032 growing at a CAGR of **6.5%** from 2023 to 2032

Asia-Pacific

Region garnered the most revenue in 2022



Report Code : A14684 | Source : <https://www.alliedmarketresearch.com/virtual-keyboard-market-A14684>

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AI Features in Facemoji

Magic Avatar

Users can transform one of their personal images into an **AI Avatar**

Face Emoji

Users can create their own **custom avatar sticker sets** by uploading an image and selecting the design style of their choice

Memes

Users can turn their messages into **funny memes**

“

Enables users who may struggle with expressing themselves to put their feelings into words and navigate potentially challenging conversations.

Natalia Lin,
Product Lead at Facemoji Keyboard

”

Ask AI

A **chatbot function** which utilizes AI to automatically generate a **response** to users' questions, from telling a joke to translating text to other languages

Write Feature

Users can express themselves via text and social media by **automatically crafting messages** with 6 messaging functions: Chat, Comment, Caption, Celebrity, Rizz, and Email



The Surge of Gen AI Advancement

The large-scale adoption of Generative AI in 2022 was **23%**, and now it is estimated to be **46%** in 2025.

Generative AI is projected to become a **\$1.3 trillion** Market by 2032.

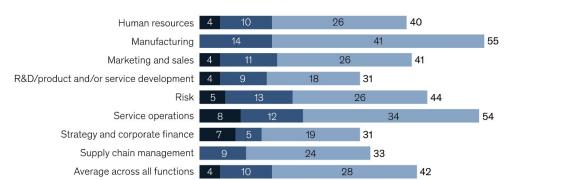
Emergence of AI into Various Markets:

Advertising & Marketing: **37%**
Technology: **35%**
Consulting: **30%**
Healthcare: **15%**

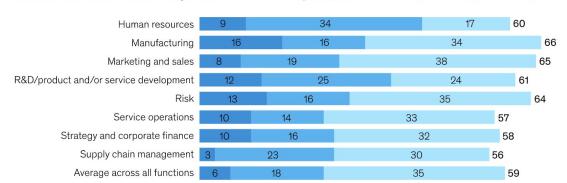
Generative AI Market Forecast by Revenue and Technology Spend



Cost decreases from AI adoption in 2022, % of respondents¹



Revenue increases from AI adoption in 2022, % of respondents²



Emerging Trends of Gen AI

Gen AI is reshaping industries through enhanced diagnostics, personalized learning experiences, and optimized operations.

Healthcare

Hyro

Ensuring utmost quality service with AI Assistants



Be My Eyes

Translate images into text for visually impaired individuals



Education

Synthesia

Increase engagement via human avatars



Gradescope

Simplify process of grading and analyze class performance



Business

Jasper Campaigns

Embrace AI in creating cohesion within marketing campaigns



AdCreative.ai

Utilize AI to identify brand's ideal audience and generate content



02

COMPETITOR & STRATEGIC ANALYSIS

Competitor Analysis: Facemoji

Competitors	Font & Design Features	Integration	Advanced Features
Facemoji 	Various fonts, text art, and themes	Not integrated with third party apps yet	Predictive text capabilities, speech capabilities, and image generation capabilities.
GBoard 	Various fonts, text art, and themes	Gmail, Keep, Search, Translate, Maps	Swiping left, stylus writing, and advanced predictive and image generation capabilities.
Swiftkey 	Fewer customization options for fonts/themes	OneDrive, Outlook, Skype, Office 365	Superior predictive learning and image generation capabilities and adapts to users' typing styles.
Fleksy 	Various fonts, text art, and themes	YouTube, Spotify, Giphy	Superior typing / accuracy capabilities and image generation capabilities.



Competitor Analysis: Facemoji SWOT Analysis



Strengths

- Various customization options available, including features like Text Bomb, Text Art, Keyboard Skin (customized templates), and Emoji Text Art
- **Advanced text generation capabilities**, rewriting text in various ways (rizz, memes, change my tone, etc.)
- Advanced image generation capabilities, such as Face Emoji and Magic Avatars
- Interactive and a myriad of features on offer



Weaknesses

- Major competitors like GBoard, SwiftKey, and Fleksy partner with other big names like Spotify, YouTube, Outlook, etc. for their keyboards, increasing customer base
- Facemoji **lacks presence in Western countries** like the US and Canada, as compared to competitors
- Very short free trial, when major competitors are either free or offer larger free trial periods
- Lack of organization in UI/UX makes it hard for users to find certain features



Opportunities

- Expand into areas like US and Europe where popularity of virtual keyboards as a whole is growing
- **Leverage generative AI** in terms of audio/visual texts and growing use of LLMs



Threats

- **User mistrust** against Chinese companies due to Western media
- Lower prices and easier access with competitors
- Vulnerability to cybersecurity threats



03

PROPOSED SOLUTIONS FOR FACEMOJI



Rachel E.

Rachel is an 18-year-old freshman at UC Berkeley who loves aesthetics. She is an aspiring TikTok influencer, who goes on many dates, and loves partying.

Characteristics

Gen-Z

Creative

Social

Rachel's Experience

"I recently downloaded Facemoji to **jazz up** my **Tinder responses**. It's been a game-changer, honestly. The array of emojis and GIFs lets me express myself in fun, **quirky ways that words alone can't**. The thing about Facemoji is, while it's got some cool features, I'm finding it a **bit tough to figure out**. There's just so much going on that **it feels cluttered**, you know? I stick to the free version because I want to conserve money and it's hard to navigate sometimes because the **free and premium features aren't organized**. And after about a week, my messages started feeling a bit dry again. The text generation **keeps looping the same stuff**. On top of all that, it turns out nobody in my friend has heard of Facemoji... so I feel quite conflicted on what to do."

Her Recommendations:

- **Simple Mode:** Sometimes **less is more**, and a streamlined version of the app would be perfect for quick replies.
- **Clearer Free Features:** It would help if the app **separated the free and premium features**.
- **Improved Text Generation:** I'd love it if the app could **generate more diverse and creative suggestions** to keep my messages up with current trends.

Key Takeaways: Gen-Z Representation

- Values digital tools for expressive and **unique communication**
- Prefers **user-friendly and intuitive technology**, indicated by her critique of the app's cluttered interface
- Focuses on free app features, aligning with **Gen-Z's budget consciousness**
- Desires diverse and creative text generation, reflecting **Gen-Z's dislike for repetition**
- Is **influenced by peers** in app choices, highlighting the role of social belonging in decision-making

Apps that Rachel Uses



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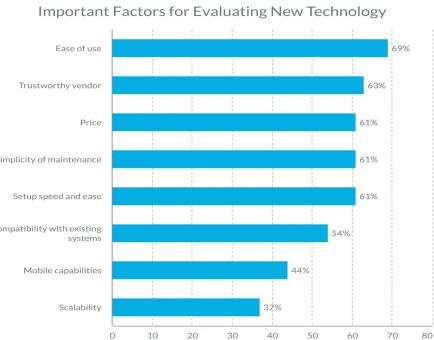
a. Optimizing Gen AI for Easy Personalization

The Importance of Ease: Improving Accessibility



Accessibility

If Facemoji prioritizes **ease of use** for everyone by offering full keyboard accessibility, they can **uniquely position themselves in the keyboard market**. Whether users rely on shortcuts for speed or need alternative input methods, Facemoji can ensure a **smooth and accessible experience** while maintaining its plethora of features.



"Digital products that fully comply with WCAG 2.0 are expected to have a **50% higher market performance than their competitors.**" (Source: Gartner)



WCAG Compliance

Web Content Accessibility Guidelines

Facemoji could improve upon:

Operability - This principle focuses on ensuring that users can **operate the interface**. This includes navigating the interface, accessing features, and performing necessary actions.

Understandability - This principle ensures that users can **understand the information** and operation of the user interface.



Problem: Lack of Easy Personalization

Facemoji has a lack of easy personalization and key feature variety.

40% of consumers wish that brands knew more about their style preferences.

77% of users uninstall apps due to usability issues, inconvenience, or poor performance.

76% of consumers say they are more likely to purchase from brands that personalize.

Laziness

82% of parents believe that their children are lazier than they were at the same age.



Indecisive

92% say that they are more likely to put off making decisions than to actually make them.



Optimal Solution

To resolve laziness and indecisiveness, we need an **easy, straightforward, and accessible** solution.

Tailored to user's preferences and needs — *individualized experience*.



Solution 1: Personalized Bundles

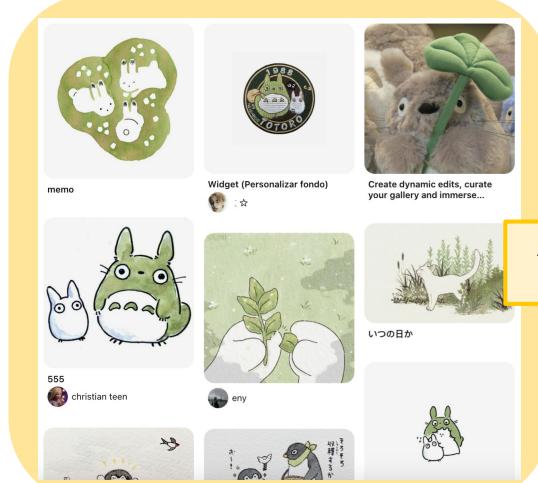
AI-Generated “Bundles”

 Easy to Use

 Perfect Fit
for ME

Input

Any collection of images —
Pinterest OR Inspiration Board



AI-Processing/
Reading Input

Output

Widgets
Wallpaper

Fonts
Keyboard

Stickers



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Solution 2: Keyboard Personalization

As one of Facemoji's foundational features, improvement in keyboard personalization is a crucial factor to increase user engagement.

Feature	Impact
01 Context-based Keyboard 	<ul style="list-style-type: none">Enable users to quickly alternate between 2-3 favorite pinned keyboards (professional vs. personal).Enhances convenience in communication, and aids in maintaining a work-life balance by separating personal and professional interactions.
02 Adaptive Keyboard Sizes 	<ul style="list-style-type: none">Changing the keyboard, such as making the vowels longer as a key than consonants or rearranging letters.Caters to individual preferences, potentially improving typing speed and accuracy.
03 Personal Key Signature 	<ul style="list-style-type: none">A customizable key that inputs a user's digital signature or frequently used sign-off phrase.Offers a significant boost in convenience and personalization by streamlining repetitive tasks.
04 Message Field Clearance 	<ul style="list-style-type: none">Tapping the icon instantly deletes all text in the message field, tailoring messaging experience to user preference.An instant text deletion feature enhances user convenience by allowing efficient message editing and quick removal of content with a single tap.



Solution 3: Dynamical Adaptation

AI that **dynamically adapts** the keyboard's look and functionality based on **user interaction patterns**.



Before



After



AI Functionalities

Depending on the **time of day or current weather**, the keyboard **changes color theme**.



Learns individual slang, jargon, or shorthand, providing **more accurate autocorrect** suggestions.



Detect the mood of the user based on their typing pattern or emoji usage and **adjust the keyboard theme** to match.



b. Novel Gen-Z Targeted Applications

Problem: Lack of Diverse Language Adaptability

There currently isn't an existing platform that offers a wide range of language translation services of speech efficiently accessible in one click.

Over the last ten years the Global Language Services market has doubled in size, reaching 49.6 billion U.S. dollars in 2019.

Current Limited Applications:

Messaging platforms allowing users to translate audio messages into English



- As of 2023, **18.07%** of the global population speaks English.
- **26%** of English speakers speak it as a first-language and **74%** of English speakers speak it as a second-language.
- Current messaging platforms lack the ability to accurately translate audio messages to their desired language.
- Even with Google Translate, the accuracy between languages spanned **55% to 94%**.

Inaccurate translation within messaging platforms



Solution 1: Translate & Transcribe

Facemoji can implement a feature to transcribe and translate audio messages to text messages.



Many bilinguals in the world aren't well versed in how to **read or write** their second language



Implementing this tool will be able to overcome that **language barrier**



WeChat only has a **Chinese** transcription software



A **huge market** as it can apply to all other languages as well



Solution 1: Translate & Transcribe

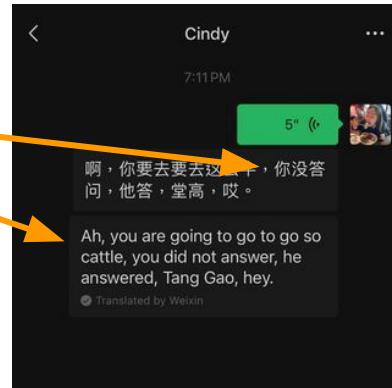
While some popular messaging platforms already have a transcription feature, they don't provide **accurate translations**.

Our consultant recorded themselves speaking **Korean**.

WeChat translated the Korean to Chinese characters then English.

This shows a **major flaw** in the market and room for **improvement**.

Example: WeChat



Facemoji can **target** this market.

Many other **international messaging platforms** such as **Line** and **KakaoTalk** don't have a transcription feature.

Facemoji can use AI to transcribe the **correct selected language then to the correct translation**.

Solution: Partnerships with messaging platforms and diversifying languages



Solution 2: Math Keyboard

65% of students use the internet at home to complete their school assignments, **math** being one of the common subjects.

Problem: placeholder symbols that mean something else mathematically
“^” for exponents
“*” for multiplying



Consequently very **complicated** and **convoluted** easily

Solution: A math keyboard with Greek and calculative symbols.

Example 1



Example 2



c. Artistic Renovation: Graphics + GIFS

Problem 1: Inaccurate Generative AI Content



**Current Facemoji
Style Transfer**

Issues

*Inaccurate Race
Portrayal*

*Angle
Deformation*

**There is a major
risk revolving
around
Generative AI
due to its
inaccuracies.**

Risk

Google's Photo App Still Can't Find Gorillas. And Neither Can Apple's.



Desiree Rios/The New York Times

Eight years after a controversy over Black people being mislabeled as gorillas by image analysis software — and despite big advances in computer vision — tech giants still fear repeating the mistake.

By Nico Grant and Kashmir Hill

May 22, 2023

Facemoji's Generative AI needs to ensure refinement in their models to avoid potential controversies.



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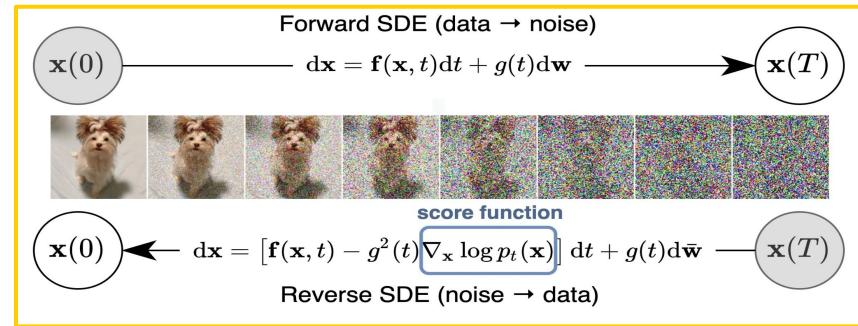
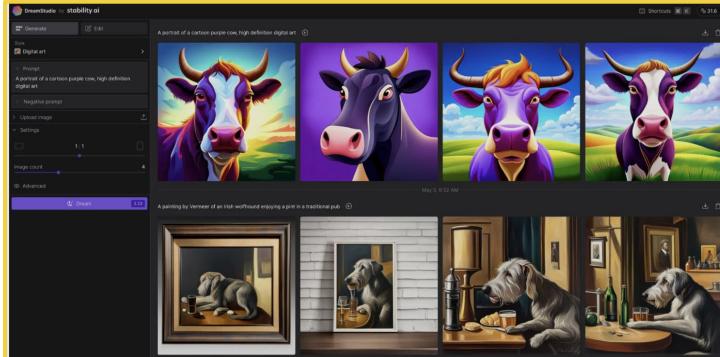
Sources

Solution: Diffusion & GAN Models

Diffusion Models work by **destroying training data** through the successive addition of Gaussian noise, and then **learning to recover** the data by reversing this noising process.

After training, we can use the Diffusion Model to generate data by simply **passing randomly sampled noise** through the learned denoising process.

Invest into **photo alteration** machine learning research to better improve performance.



Adding more data to train the model will fix this problem.

* The current models being used are state of the art and will take time and resources to truly see a significant difference.



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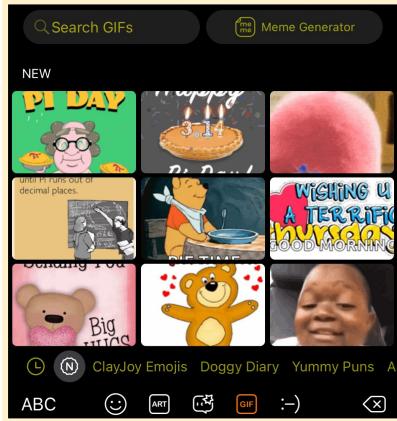
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Problem 2: Unengaging UI/UX Formations

Facemoji



GIF Keyboard



Facemoji vs. GIF Keyboard

If there is no initial product differentiation, why should we choose **Facemoji**?

Let's address trends!

Current Facemoji GIF Board Layout

Difficulty in accessing GIF-board (~ 1 minute)

Unappealing Web Design

Cluttered Selection
(ClayJoy Emojis, Doggy Diary)

Dull/Lackluster Colors:
monotone and muted

Outdated Content

Untrendy Designs



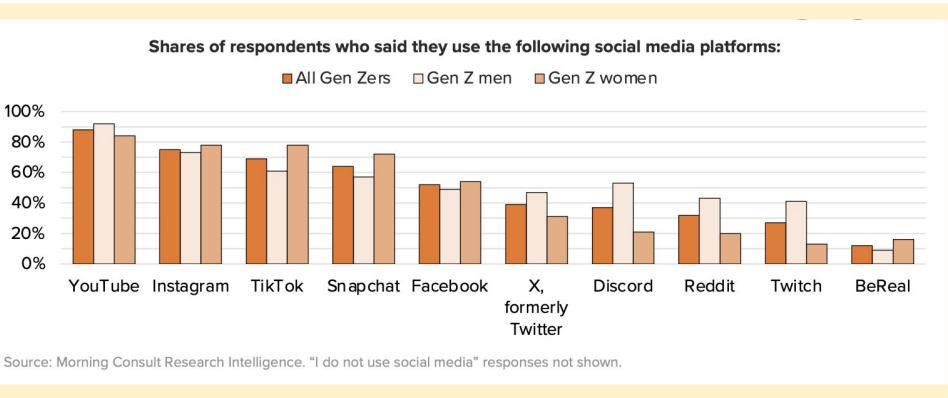
Example of Currently Trending GIFs:

- TV Show: The Office
- Classic: Never outdated or old
- Pi Day
- 20,695,531 Views

Trends are important! Around **39%** of males and **37%** of females consider the latest trend while making a purchase.

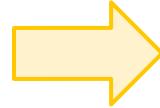


Problem 2: Understanding the Gen-Z Mindset



The best way to **build engagement** is by taking advantage of trends.

-  **77%** of teens use **Youtube** daily
-  **58%** of teens use **TikTok** daily
-  **50%** of teens use **Instagram** daily



Solution 1: Suggestion-based GIFs

Facemoji should use AI to effectively analyze social media trends, especially on TikTok, to provide users with GIFs that reflect the latest, trendy content.

duolingo



Source: TikTok



Source: Tenor



Giphy

Duolingo is an app that gains high traction from the Gen Z audience on TikTok, creating high popularity and demand in “Duo GIFs” on platforms like Tenor and Giphy.



Faceemoji

Implementing new GIFs via suggestion-based AI allows for **more personalization**, adapting to user preferences and trends, **enhancing user experience**.

Creates **quality product differentiation** between Facemoji and its competitors. AI analyzes **social media**, searching for **market trends**, and **implementing** it into Facemoji.



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Solution 2: MagicAnimate

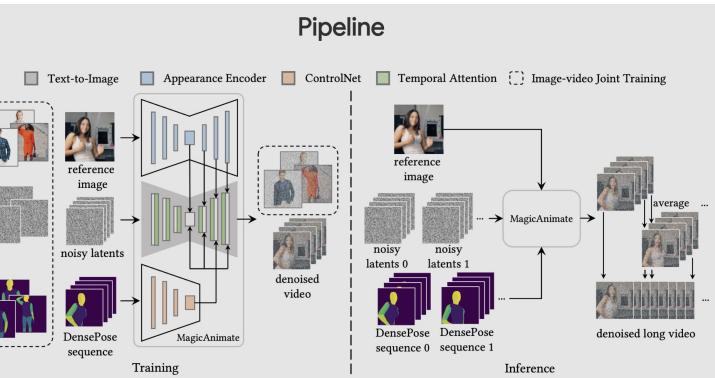
MagicAnimate will increase personalization to the visual expression of users by offering the unique ability to create custom videos.

"Communication goes beyond the written word, which is why Facemoji is thrilled to offer AI-generated stickers and avatars so users can be even more trendy, personalized and creative when **visually expressing themselves and their ideas.**"

- Natalia Lin, Product Lead at Facemoji Keyboard

Input Reference Image

Input Target Motion Sequence



MagicAnimate employs a video that applies the target motion sequence to the reference image.

Thank You!

Any Questions?



Sources - Generative AI

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- [Generative AI And The Art Of Personalization](#)
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- [Laziness Stats](#)
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- [The Office GIF](#)
- <https://showlab.github.io/magicanimate/>