

INDUSTRY PROJECT



BrainStation x **Google**

MEET TEAM 7



MAHESHI



ABI WHEELER



SAM CELAREK



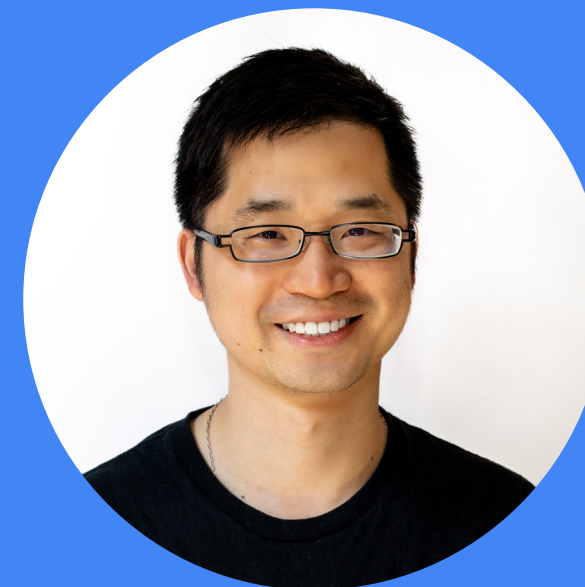
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DIANE LU



JACK SPEIDEL



TONY LAU

TODAY'S AGENDA

- 01** **Market Research**
- 02** **UX Design**
- 03** **Web Development**
- 04** **Data Modelling**
- 05** **KPIs**

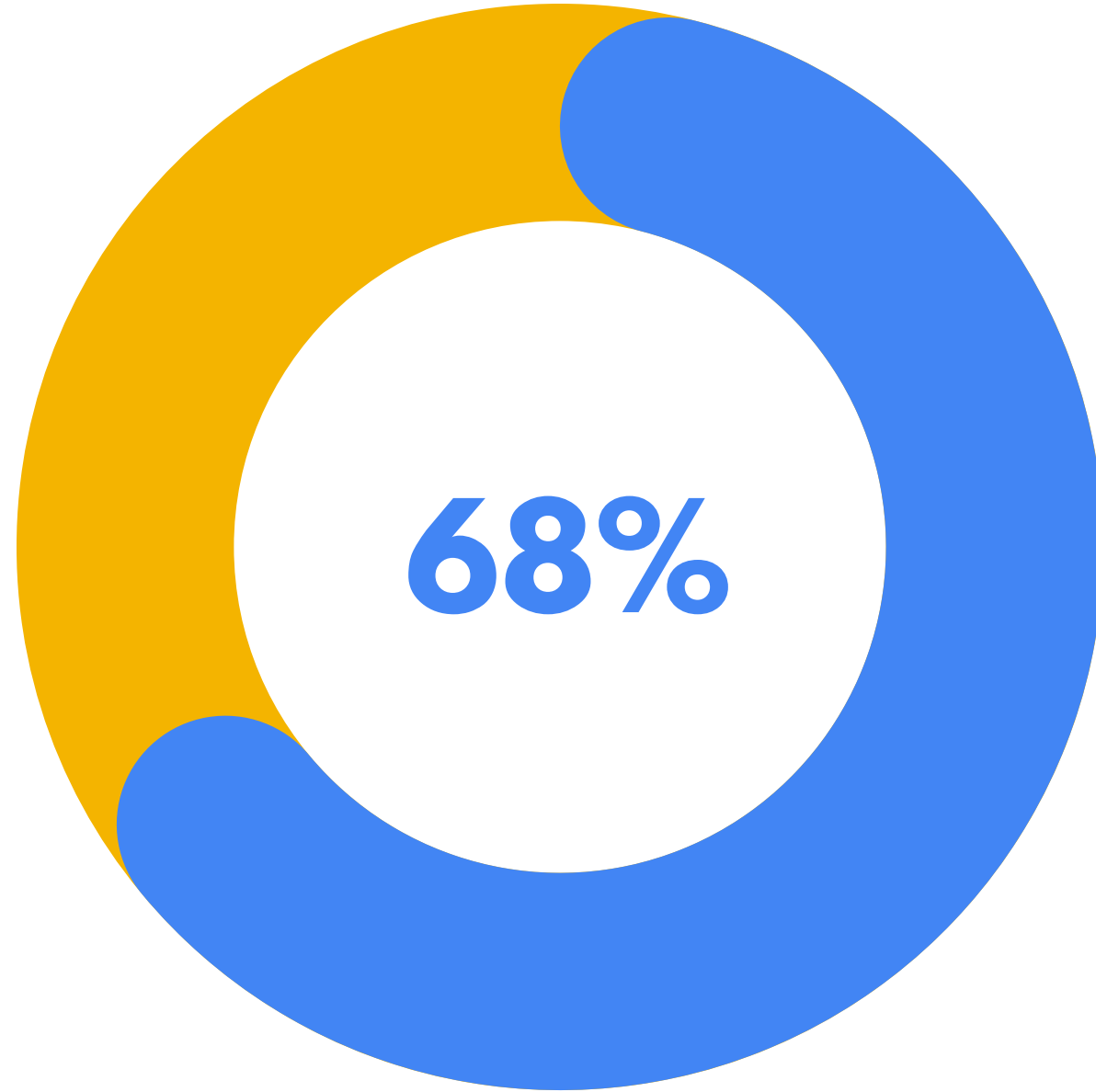
MARKET RESEARCH



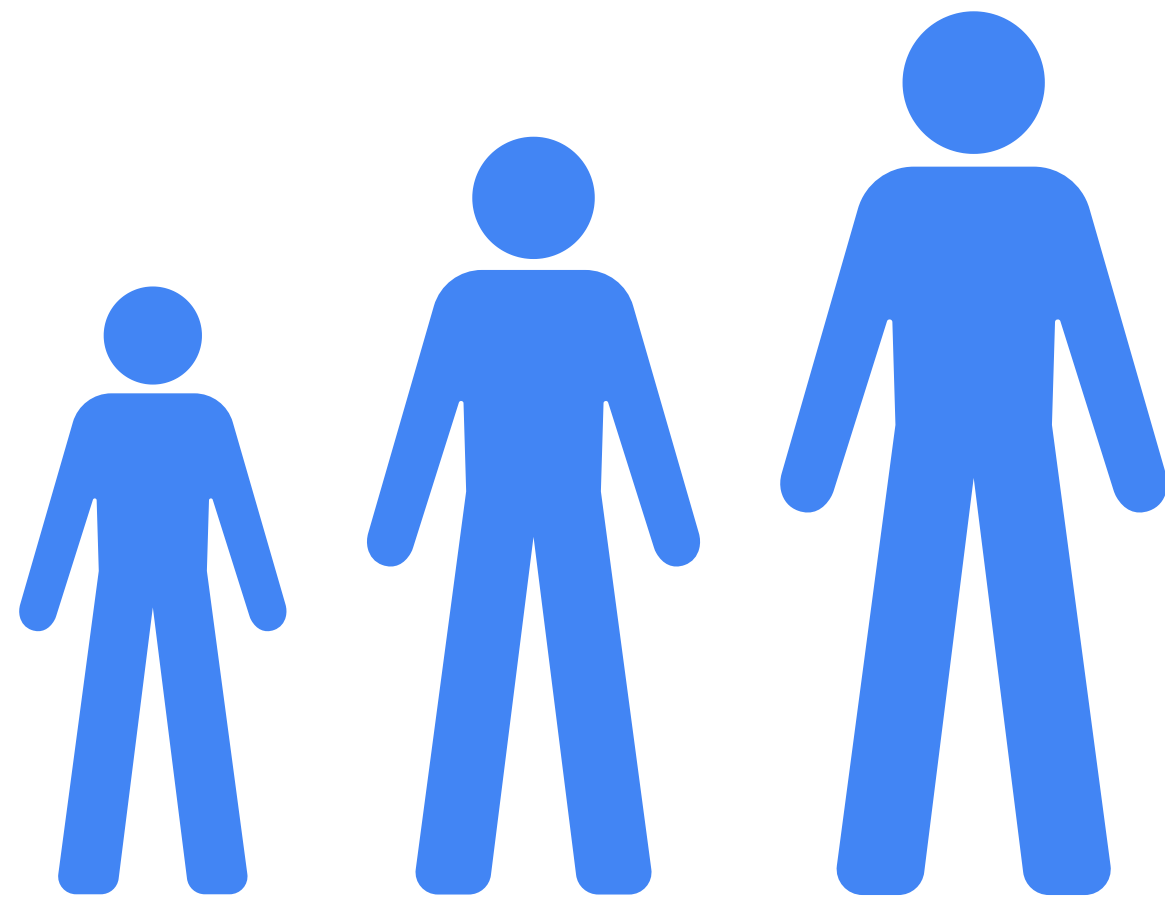
How might we **educate users** of new AI-related features becoming a part of a product, while **maintaining user trust** and **avoiding misunderstandings** about AI?

87%

**OF AMERICANS EXPRESS CONCERN
FOR THE INCREASE IN AI USE**

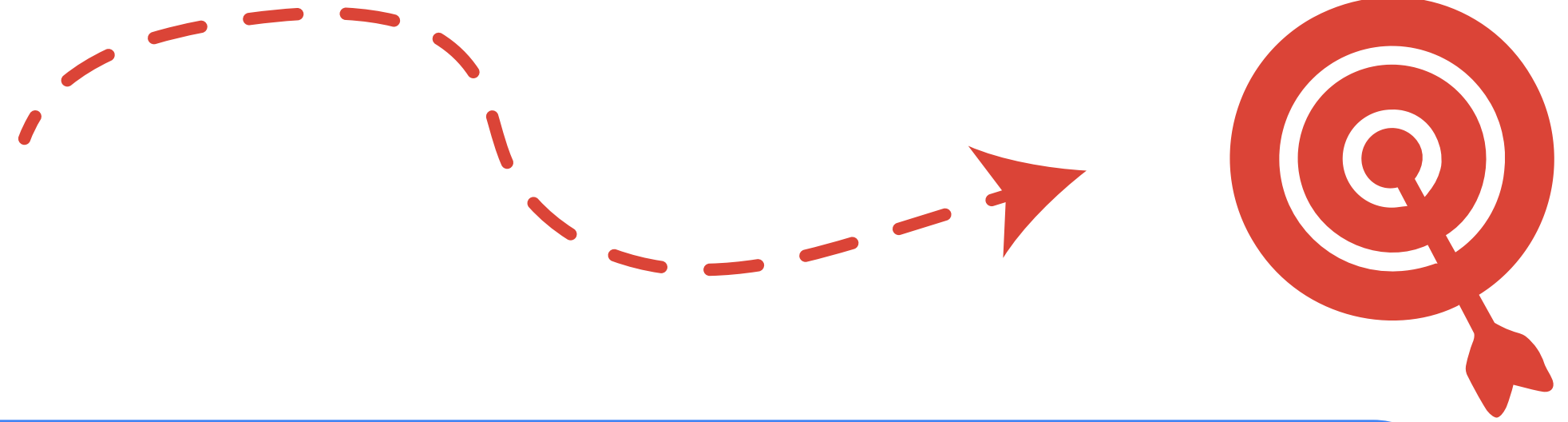


**MAJORITY OF
YOUNG PEOPLE ARE
UNCOMFORTABLE
WITH AI**



**OLDER ADULTS WERE
FOUND TO FEEL EVEN
MORE SCEPTICAL OF
AI PRODUCTS**

VISION STATEMENT



We're proposing a sidebar for all Google Suite that is empowered with AI called 'Sidebard'. This sidebar will feature an advanced chatbot that sources information directly from Google's extensive help resources and usage guidelines to answer user queries and elevate their product experience. More than a tool, it would symbolize Google's commitment to user education and mastery in the era of AI-driven innovations.

UX DESIGN



UX DESIGN PLAN

Google

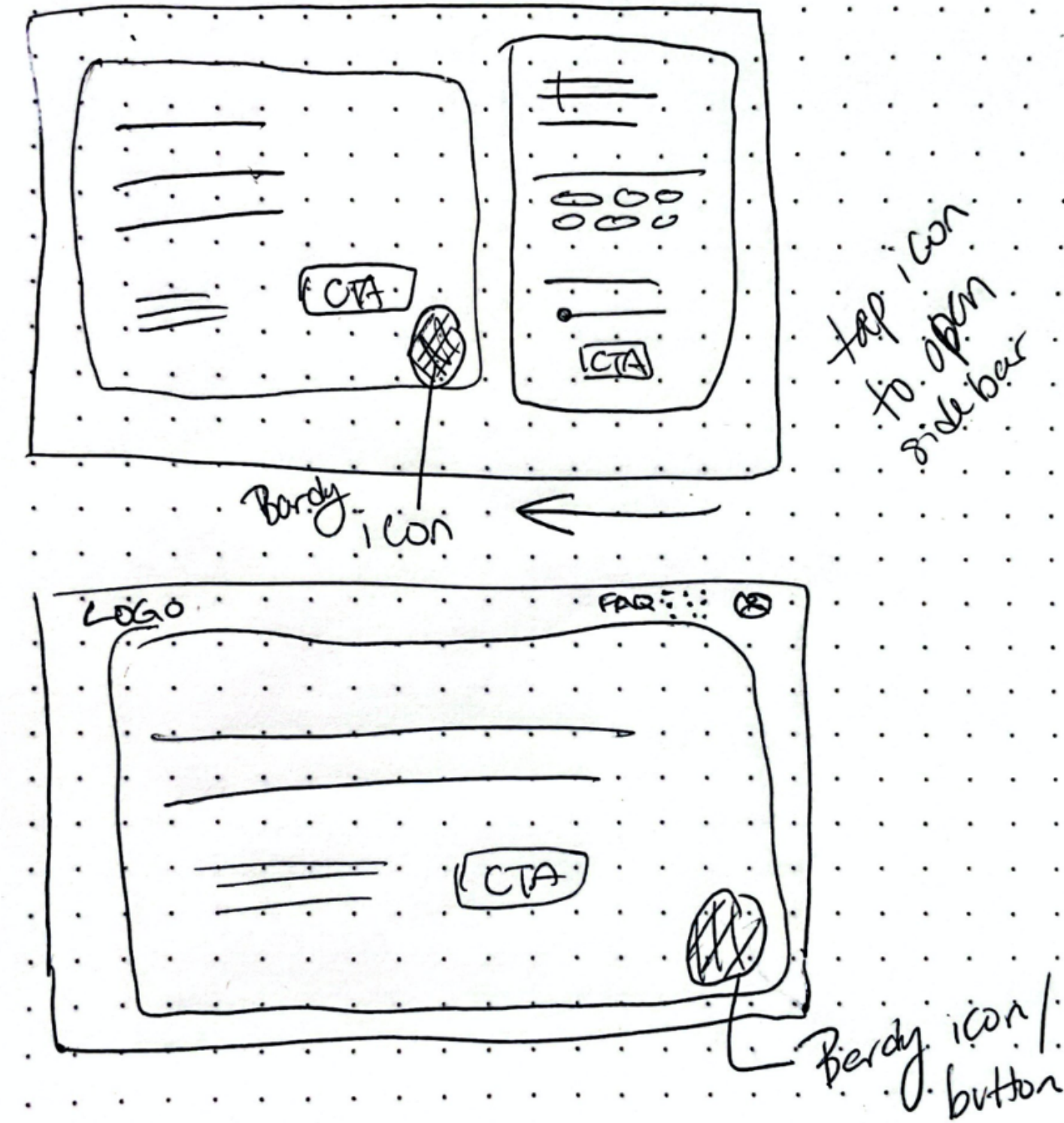
- Maintain user trust and clear misunderstandings about what AI is

Users

- Need to understand the AI being used, easy access to answers
- Many demographics interested

Potential Roadblocks

- Not a specific solution



“

How might we encourage different demographics to learn about AI based on their specific needs in order to build trust with Google's AI products?



SAMIR ALAZZAM

49 | MARKETING DIRECTOR | BOSTON, MA



As much as AI piques my interest, I don't understand it enough to confidently try it out.

Motivations

- Is interested in the growing popularity of AI
- AI knowledge could help him excel in his job
- Can see the useful aspects of AI implementation

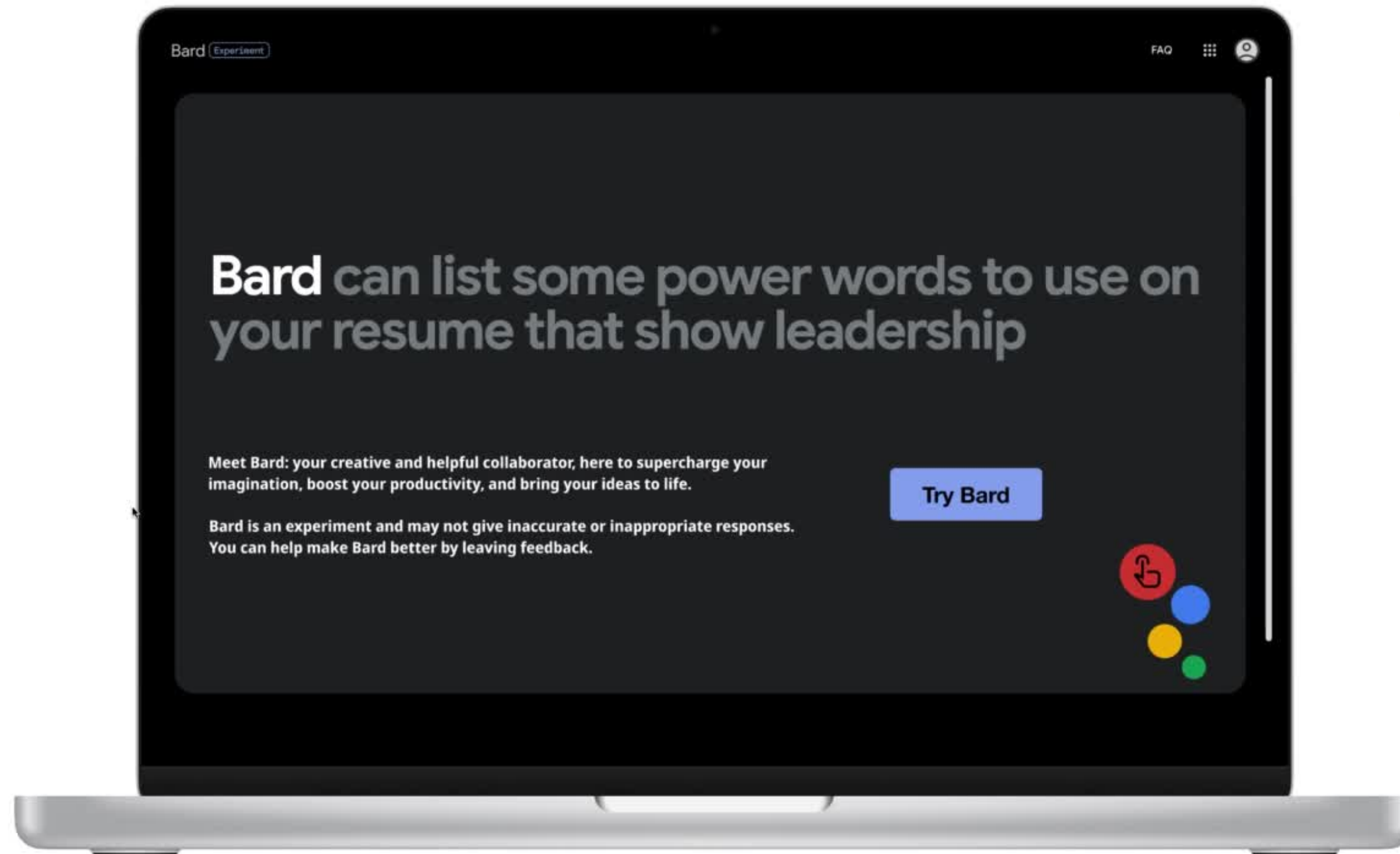
Frustrations

- Feels intimidated by new technology
- Doesn't know what exactly AI is
- Feels he doesn't have enough time to adequately understand AI

Behaviours

- Sticks to traditional search engines that he is familiar with
- Delegates work involving AI software to his executive tech team
- Limits his engagement with AI-supported software, sites, etc.

PROPOSED SOLUTION... SIDEBARD




[Prototype Link](#)





WEB DEVELOPMENT

THE FINAL TOUCH

Bard Experiment



Bard can list some
power words to use on
your resume that show
leadership



Let's get acquainted with Bard

What is your age range?

18 - 20

21 - 25

26 - 30

31 - 35

36 - 40

41 - 45

46 - 50

51+

How well do you know AI?

☐ I'm a pro!

☐ I feel comfortable using AI

☐ I know enough to get by

☐ I know very minimal about AI

Continue

DATA MODELLING

MAKING SIDEBARD RELIABLE

Principles Of AI

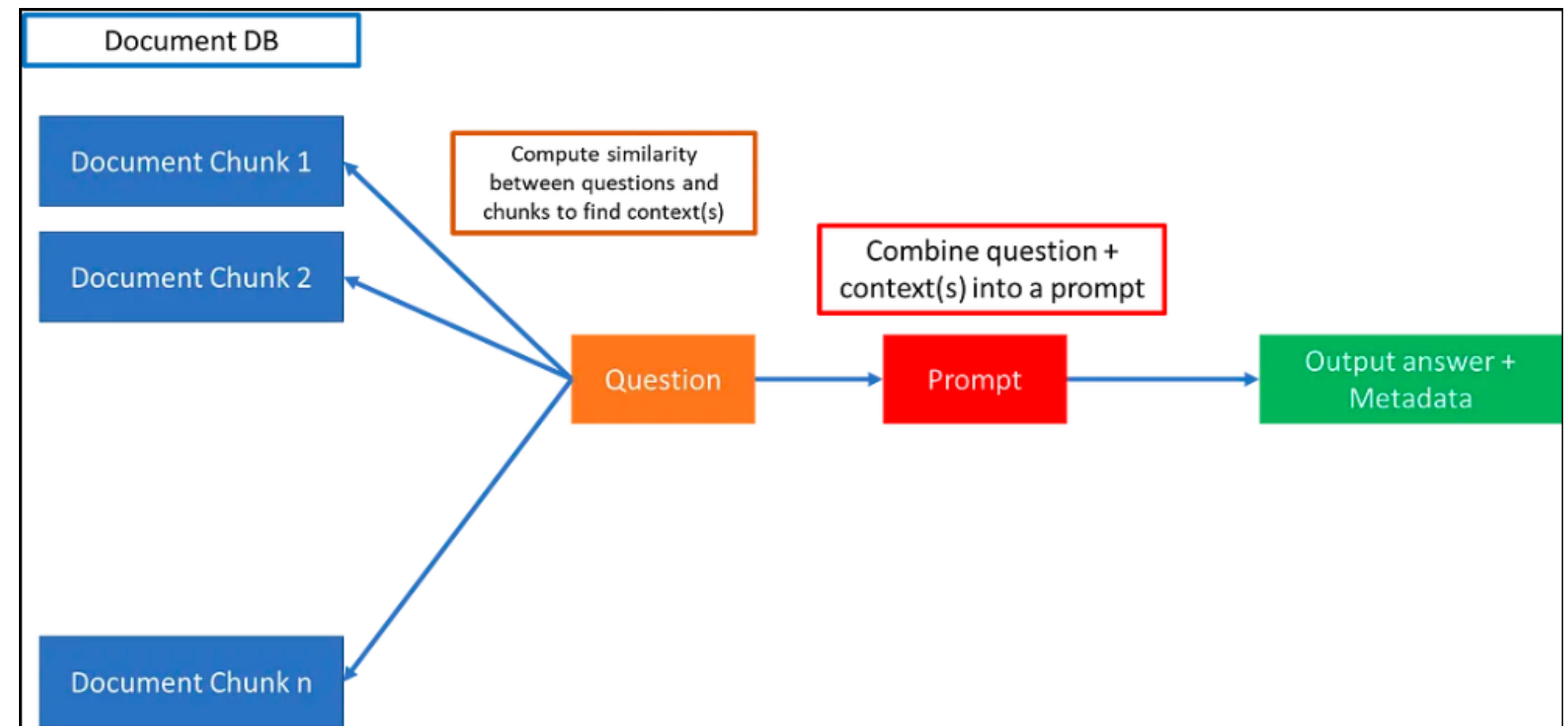
- Safety and Reliability
- Accountability and Transparency

Embedding-based search

- Takes a user query
- Searches for text relevant to the query
- Stuffs that text into a message for the LLM
- Sends the message to LLM
- Returns LLM answer with the context

Parameters to Tune

- Temperature
- Diversity Penalty
- Top P Value
- Echo



CHATTING WITH SIDEBARD

Sidebards Inputs

- Persons Name
- Age Range
- Familiarity Level with AI



Sidebards Outputs

- Personalized Response
- Expert Knowledge on Relevant Dataset
- Conversational Formatting
- Focused and Coherent Answers

USER QUESTION:

SIDEBARD ANSWER:



SIDEBARD OUTPUTS

How do I delete my Bard history?

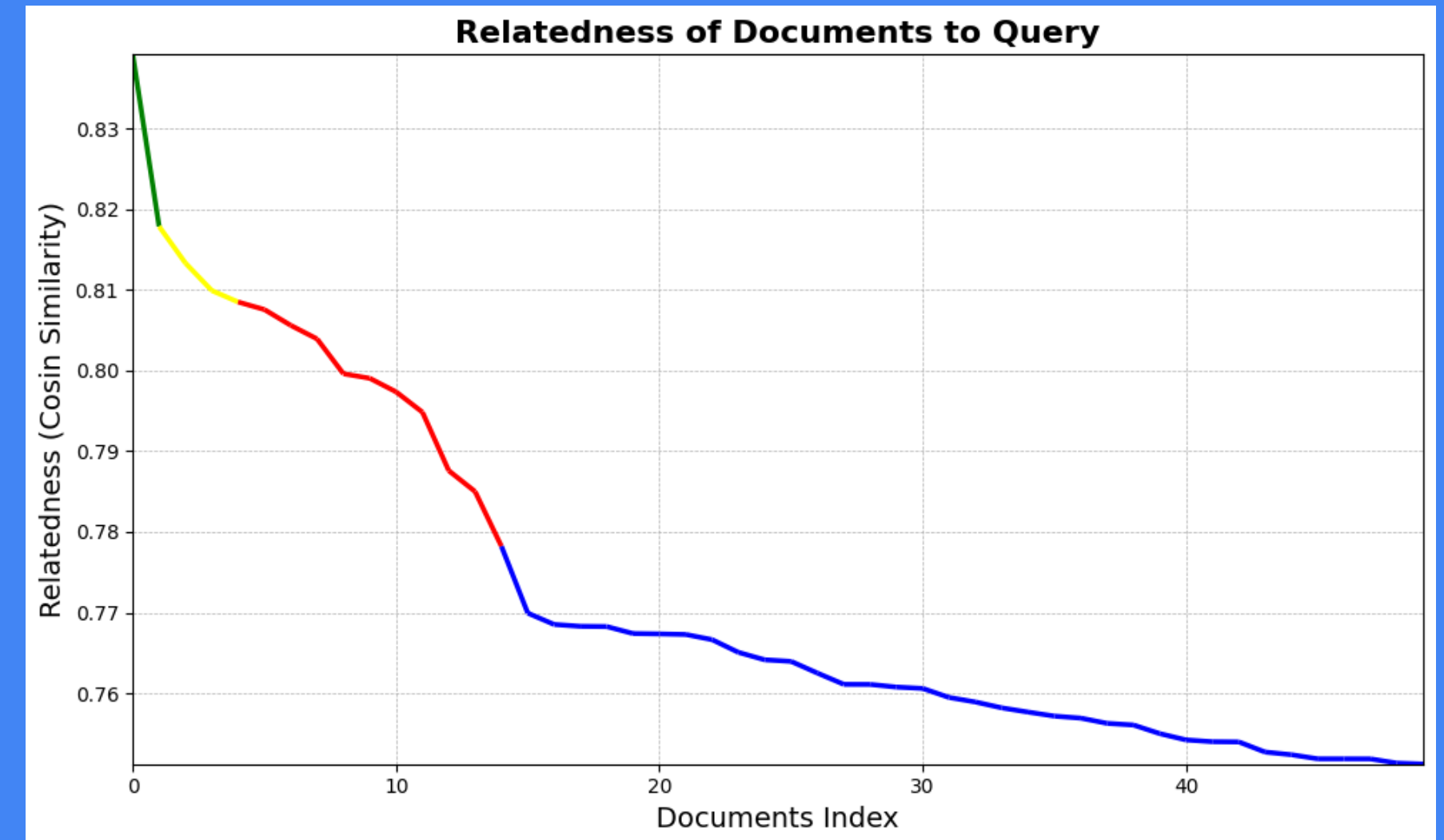
Hi Samir, to delete your bard history, you can follow these steps:

- On your computer, go to **bard.google.com**
- At the top right, click on "Bard Activity"
- You can also go to **myactivity.google.com/product/bard**
- Choose the bard activity you want to delete, You have several options:
 - To delete all your Bard activity, click on "Delete above your activity and then select "All time"
 - To delete the activity from the last hour or day, click on "Delete" above your activity and then select "Last hour" or "Last day"
 - To delete activity from a specific time period, click on Delete above your activity and then select "custom range"
 - To delete activity from a specific day, click on "Delete all activity from (day)" next to the day
 - To delete a specific activity, click on delete activity item next to the activity

POTENTIAL FOR IMPROVEMENTS

A/B Testing the Model

- Add More Data from Google Help
- Include More Personal Information
- Popularity Metrics
- Hyde Method
 - Questions are first transformed into hypothetical answers before being embedded
- A/B Testing different the Prompts





SIDEBARD KPIS

SideBard KPIs

date

01/07/202304/07/2023



8

Count of interactionid

15.50

Average of Session Duration

8.00

Interactions per Session

83%

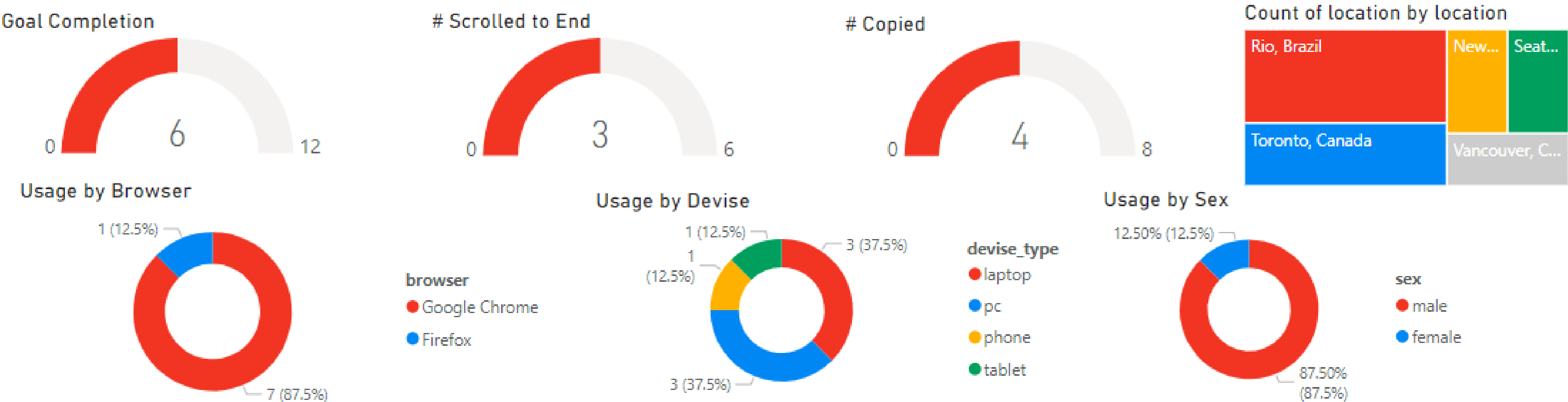
Average of Bounce ...

1

Errors

6

New Visitors



Prompted	Last Answer	FAQ	Count
The previous answer wasn't correct, please do...	Sorry let me rectify, to do this you do...	[Rectify my code to do this...,The previous answer wasn't correct, please do..., The previous answer wasn't correct, please do...]	1
Is Pie an infinite number?	No, Pi is not an infinite number. It is an irrational number, which means it c fraction. Pi is approximately equal to 3.14159 and it goes on infinitely witho	[How to do an aggregation in sheet, How to lag by 1month the total price of the store X]	1
How to dadawdja	I'm sorry, but I couldn't find any information on how to dadawdja in the pr unknown term or action. Can you please provide more context or clarify yc	[How to do a division in Sheet?]	1
How to do a division in Sheet?		[How to dadawdja, Is Pie an infinite number?]	1
Total			4

THANK YOU

APPENDIX: SOURCES

<https://www.linkedin.com/pulse/how-do-gen-z-millennials-really-feel-ai-y.pulse/>

APPENDIX: UX DESIGN

Google Doc - Ideation

Figma Workspace

Figma Prototype