Zoe & Zephy: Press kit

Book summary

"Zoe and Zephy" is a gentle story about a curious girl finding out more about her AI helper, Zephy, with the help of her family. It's aimed at ages 4-8, and reinforces key concepts about AI in a way that's easy for kids to understand. It's made entirely by humans (no AI was used in writing or art), and features hand-painted watercolours that soften the tech theme.

In the story, Zoe goes through a normal day with her family, but finds herself curious – who is the voice inside the speaker in her home, Zephy? Is she a person? As she turns to her family to help, she finds out more, but finally talks to Zephy and realises that despite how much she sounds like one, the voice is not a person – just a tool to get things done.
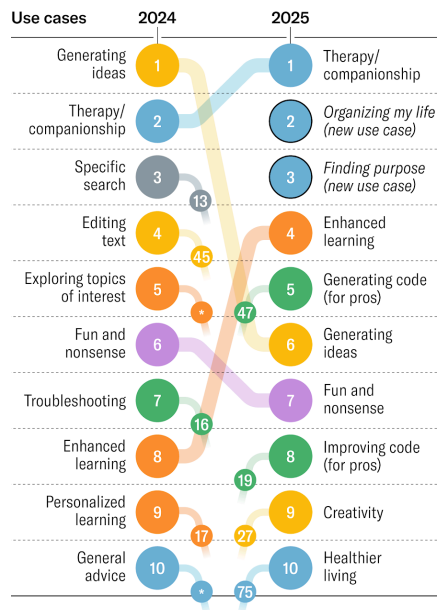
Why this is important now

HBR [noted](#) that the #1 use for AI in 2025 is now **therapy / companionship**.

Top 10 Gen AI Use Cases

The top 10 gen AI use cases in 2025 indicate a shift from technical to emotional applications, and in particular, growth in areas such as therapy, personal productivity, and personal development.

Themes

- 🔵 PERSONAL AND PROFESSIONAL SUPPORT
- 🟢 TECHNICAL ASSISTANCE AND TROUBLESHOOTING
- 🟡 CONTENT CREATION AND EDITING
- 🟣 CREATIVITY AND RECREATION
- 🟠 LEARNING AND EDUCATION
- ⚫ RESEARCH, ANALYSIS, AND DECISION-MAKING

Use cases	2024	2025	
Generating ideas	1	1	Therapy/ companionship
Therapy/ companionship	2	2	*Organizing my life (new use case)*
Specific search	3	3	*Finding purpose (new use case)*
	13		
Editing text	4	4	Enhanced learning
	45		
Exploring topics of interest	5	5	Generating code (for pros)
	*	47	
Fun and nonsense	6	6	Generating ideas
Troubleshooting	7	7	Fun and nonsense
	16		
Enhanced learning	8	8	Improving code (for pros)
		19	
Personalized learning	9	9	Creativity
	17	27	
General advice	10	10	Healthier living
	*	75	

*Did not make list of top 100 in 2025
Source: Filtered.com

HBR

[Source](#)

That is already starting to happen – on May 13th at Sequoia's AI Ascent event, Sam Altman [said](#) *"(young people) don't really make life decisions without asking ChatGPT what they should do."*

This new wave of AIs based on LLMs are always available, grow a strong understanding of the user's individual needs, don't get tired, sleepy, or run out of time to talk.

This effect will continue to grow.

- LLMs are improving quickly, with capabilities like speech with emotional nuance (and the capability to understand it in others) – and a long [memory](#) that allows them to build a strong understanding of a user's individual needs.
- Children are already starting to use this in schoolwork. Pew [reported](#) that about a quarter of teens now use it, about double the number from 2023.
- US Surgeon General has [noted](#) the risk of a loneliness epidemic, kids are growing into this environment – a [Cigna survey](#) noted that 73% of Gen Z reported sometimes or always feeling alone, up from 69% a year ago.

- LLMs are just now starting to arrive in hardware devices, with [Alexa+](#) and more to come with the new [Open AI / Jony Ive partnership](#).

In this environment, it's critical for kids to understand and parse the output of LLMs. That can be a complex topic, even for adults – this book simplifies and presents some important concepts within the context of the story.

About the author

Shahid Hussain is a tech industry veteran who has spent his career building products that have scaled to tens of millions. He's also a dad to two endlessly curious kids who have had AI assistants in the house since they were born, and has fielded way too many questions from them.

Zoe and Zephy was born out of those kitchen table conversations. Shahid wanted to create something playful and honest that would help kids (and parents) understand the role of AI in everyday life, without the hype, and without the fear. He lives in Massachusetts with his family, where there are more questions than answers, and that's just how he likes it.

Asset list

- [Link to author pic](#)
- [Link to book pic](#)

About the book

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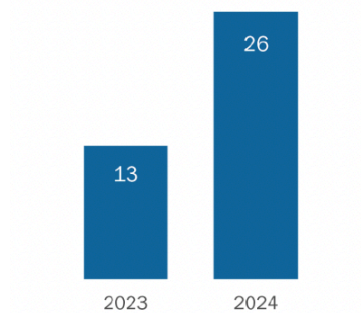Dimensions: 8.5" x 11"

Where to buy:

- Kindle pre-order:
  https://www.amazon.com/Zoe-Zephy-Her-helper-home-ebook/dp/B0F8Z9Z8ML/

Goodreads reviews: https://www.goodreads.com/book/show/234320707-zoe-zephy

Appendices

Appendix 1

Twice as many teens now say they use ChatGPT for schoolwork as in 2023

% of U.S. teens ages 13 to 17 who say they have ever used ChatGPT to help with their schoolwork

2023: 13
2024: 26

Source: Survey of U.S. teens conducted Sept. 18-Oct. 10, 2024.

PEW RESEARCH CENTER

Source:
https://www.pewresearch.org/short-reads/2025/01/15/about-a-quarter-of-us-teens-have-used-chatgpt-for-schoolwork-double-the-share-in-2023/