

holly & lucy

melbourne, australia

The brief

People aren't using their Google Homes enough.
How we do innovate to make it more relevant to users?

Rapid advances in technology like Google Home have created a more comfortable life. Anything you need or want is at the tip of your fingers (or your tongue).

But technology is a double edged sword.

Earlier Today




 TINDER 7m ago

You got a new match! 😍😍😍

 TINDER 1h ago

You got a new match! 😍😍😍

 TINDER 1h ago

You got a new match! 😍😍😍

 TINDER 3h ago

You got a new match! 😍😍😍

 TINDER 16:50

You got a new match! 😍😍😍

**It gives us
more
options
and more
assistance.**

**But it also
gives us
more
information
and more
confusion.**



Everything's the worst.



**Every day we are
confronted by
problems that
feel complex and
formidable.**

**Our biggest,
more pressing
questions,
don't have one
single neatly
tied up answer.**





Hi, how can I help?

I have no fucking idea

Essentially we have more help than ever. But we're still left feeling helpless.

how to fix climate change



About 117,000,000 results (0.49 seconds)

We know Google Home
can help with the weather.
**But what about
climate change?**



**What if we've been
underutilising our virtual
assistants all along?**

What if instead of **small** tasks,
we could actually help people
tackle **big** problems too?

introducing

the big questions

**A new innovation strategy that
moves Google Home **from** small
fry tasks **to** big real world issues.**



"OK Google, fix
climate change"



Google Home



"OK Google, solve
poverty"



Google Home



"OK Google, cure
loneliness"



Google Home

Big questions require big answers. And big data.

Let's actually listen to the most pressing, daunting questions that are hard to answer. Then use all the data and technology Google has to solve them. All from the comfort of your home.



**We'll take
overwhelming,
often complex
problems and
simplify them.**

Breaking them down into real, productive tasks that everyone can do with Google Home.

**OMG I
don't know
what to do**



Oh Ok.

How it works

1. Listen to people

We'll use search data and social listening to identify the top universal worries of the world.

The kinds of questions that people don't often ask because they don't have a single, direct answer. The kind that require multiple solutions. The kind that need to be addressed everyday to achieve a solution.

For example:

'How can I fight climate change?'

'How can I be less alone?'

'How can I save my marriage?'

'How can I help the poor?'

2. Leverage the tech

We'll break down what are essentially quite overwhelming social issues into bitesize, very easy to-do tasks that can be programmed into Google Home.

We could even weave these suggestions into your daily life. Partnering with IFTTT to offer up helpful actions in response to other daily commands once you've triggered the concern.

For example:

For climate concerns this could mean using Google Home to make your house more efficient.

For a person who's lonely, when they ask what's in their calendar, we can suggest a local community event.

3. Release & activate

We release the big questions. See a question you want answered? Just ask it of Google Home.

When you do, we'll scan the features you have set up and offer up one of the tasks we've planned, one at a time. When possible, we'll make these tasks actionable and achievable daily.

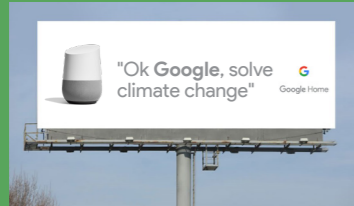
4. Refine

We won't stop there. We'll keep listening. And we'll keep identifying big questions and assisting answers as they arise.

We'll keep track of the results and optimise. Which tasks were easiest for people to do? Which ones do they stick to? Which ones seem to have more impact?



Anouska
25 year old female, nurse
Melbourne



AM
Driving to her morning shift, sees a provoking billboard



PM
She asks Google Home the question she saw when she gets home. Google Home identifies lights connected through NEST in Anouska's home.

"Would you like your lights to turn off when you leaves the house to save energy?"



PM
She's reminded again by a targeted ad while browsing the net. She goes on to read about the initiative and further big questions that are available.



AM
"Ok Google, solve climate change"

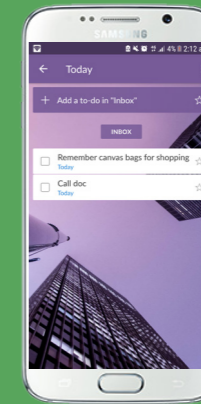
"Okay Anouska, Want us to add a coal mine protest in Melbourne to your calendar?"



PM
"Ok Google, add milk to my shopping list"

"Okay Anouska, that is done. Do you want me to set a reminder to take reusable bags too?"

Now other uses of Google Home can trigger follow on actions for climate change solutions.



She's reminded to grab a canvas bag and shops environmentally. She feels good about it.



PM
"Ok Google, turn on Netflix on my TV"

"Okay Anouska! Do you want to watch the documentary Plastic Ocean?"

"Yes"

"Great! You're one of 1 million people tackling climate change with Google Home."

MON

TUE

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THU

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And we can be reactive too.

"Ok Google, help Haiti"

in conclusion

**We seek to answer the worlds
big questions > Using Google's
wealth of data, tech and
impressive reach > Inspiring
users to rethink their use of
Google Home.**

Making Google Home more relevant to owners by tapping into big universal problems and personalising the solutions.

We could become the virtual
assistant for questions

big

(and small)

Millions of people have Google Homes sitting idle.
Let's get them activated everyday...

Millions of people have Google Homes sitting idle.
Let's get them activated everyday...for good.

Thank You.