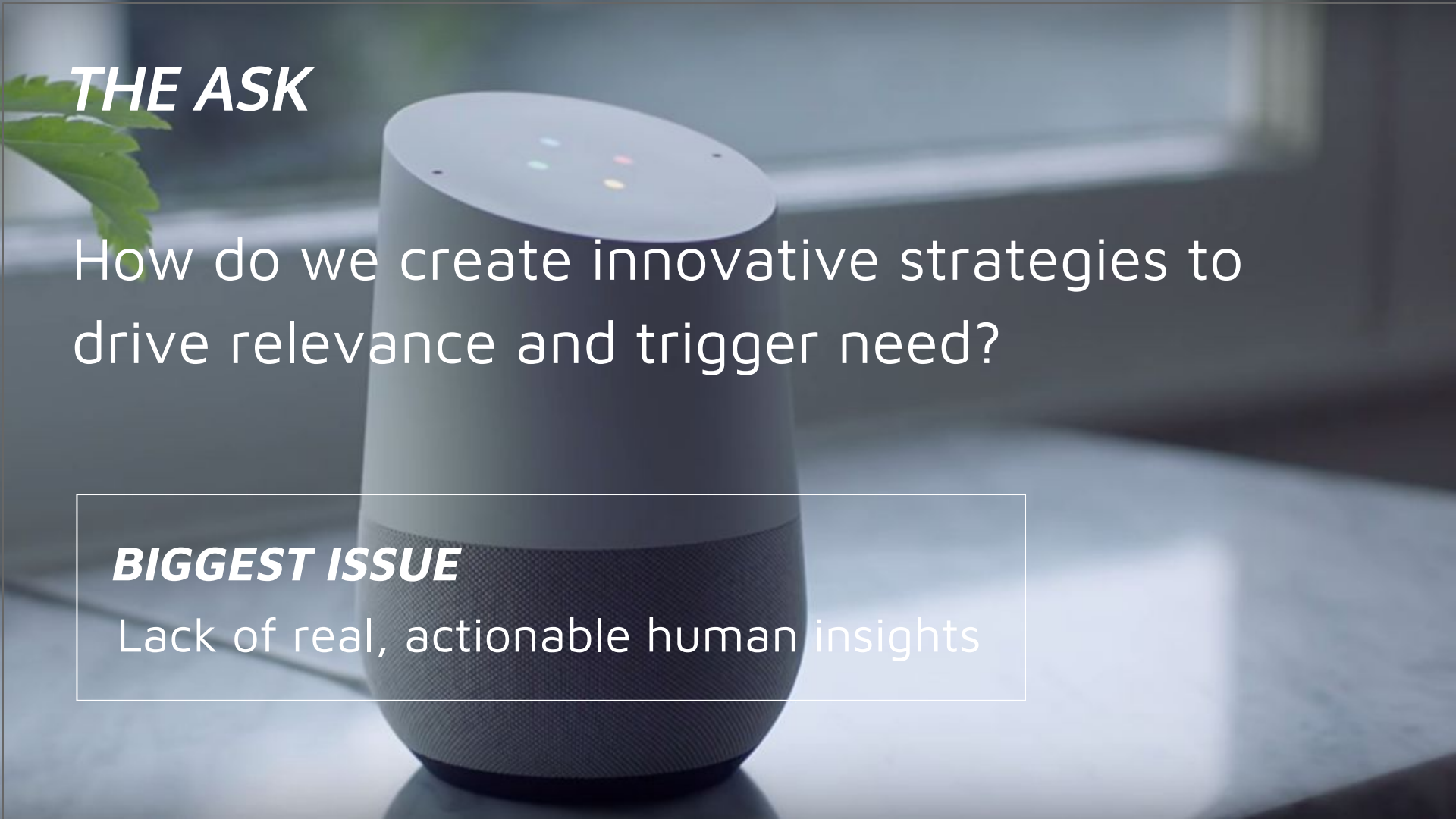
# *TEAM TOKYO*

Asuka & Konmari



# *THE ASK*

How do we create innovative strategies to drive relevance and trigger need?

***BIGGEST ISSUE***

Lack of real, actionable human insights

# *VISION OF GOOGLE*

Organize the world’s information and make it universally accessible and useful

https://about.google

# *VISION OF GOOGLE HOME*

Organize the world's information and make it universally accessible and useful at home

...but in what way?

# *BUSINESS GOAL OF GOOGLE HOME*

Data collection -

New and monetizable,which is more about specifically in-home behaviors and triggers

# WHO DROPPED OFF USING HOME?

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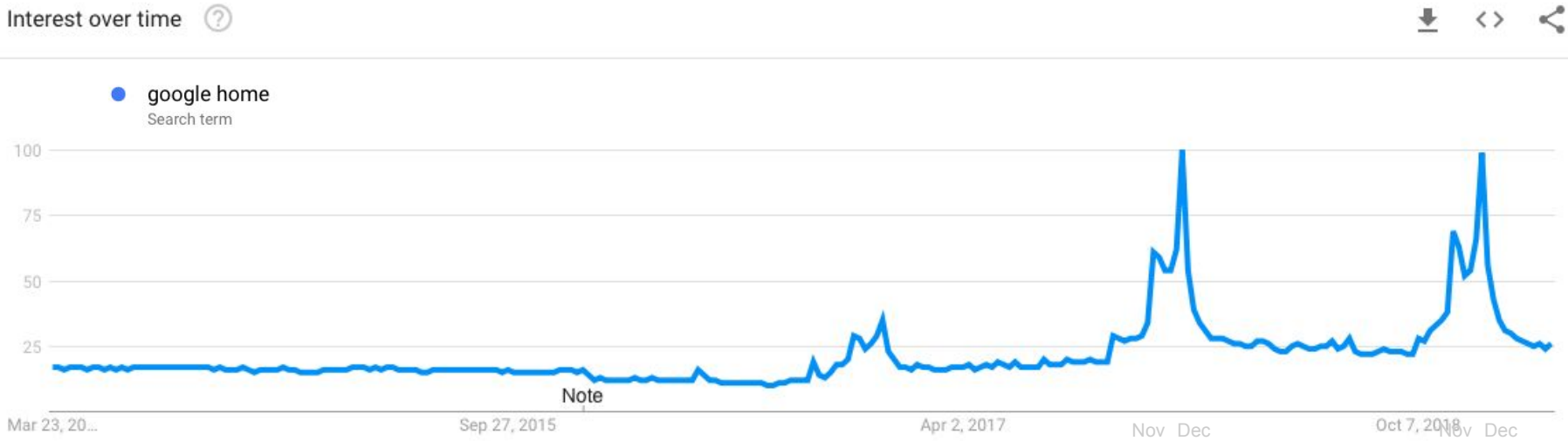
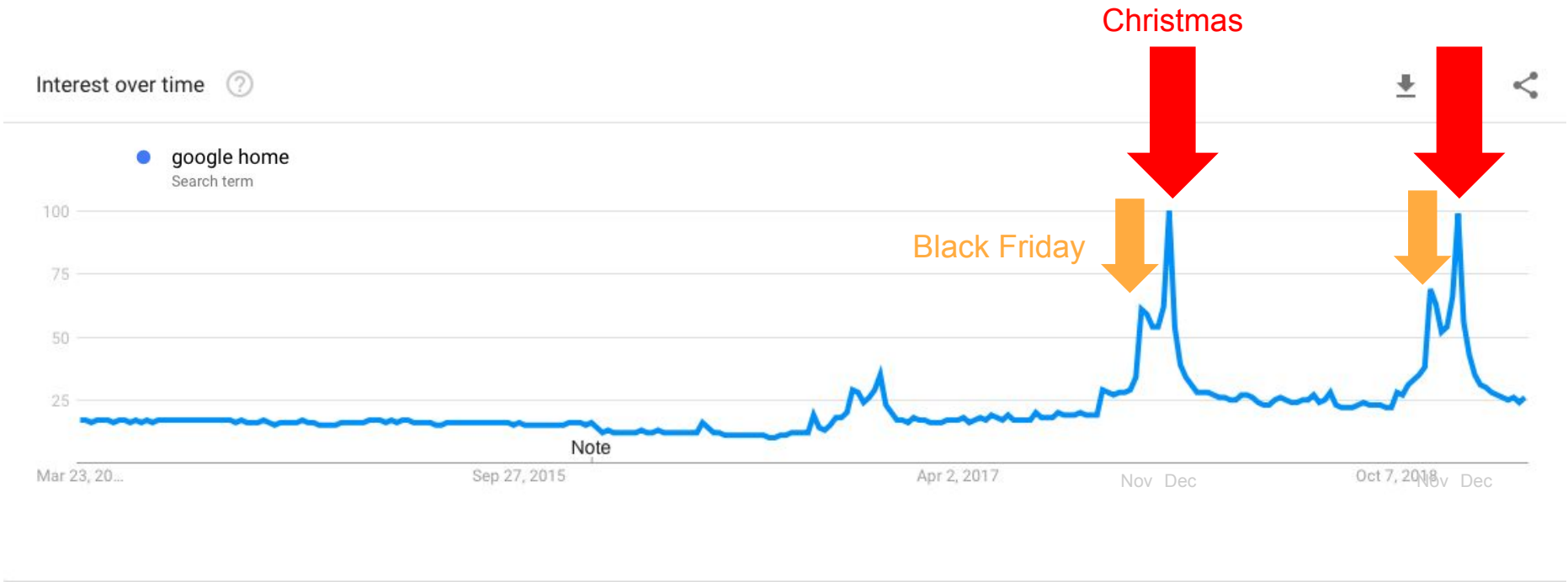



Source: Google Trends, Past 5 years since March 20, 2019,, 'google home' worldwide

# WHO DROPPED OFF USING HOME?




Source: Google Trends, Past 5 years since March 20, 2019,, 'google home' worldwide

# *WHO DROPPED OFF?*

# LIKE SEEKERS*, NOT TECH MASTERS

*Not necessarily

Source: Google Trends, Past 5 years since March 20, 2019,, 'google home' worldwide

I wanted to be popular by using Google home.
*However, it's too hard to create*
*the experience myself.*

# *CHALLENGE*

Create an additional product feature of
Google Home
that makes their daily life
popular in social platforms again.

# *INSIGHT*

Although I drink at home more often,
Drinking alone at home makes me feel
I am not popular.

https://www.refinery29.com/en-us/2018/06/201411/millennials-prefer-drinking-at-home-study

# KANP-AI

A platform to drink with Google AI, having conversations and changing music/lightings which will be the first sharable drinking-at-home experience.

# HOW IT WORKS

Collect data of in-home behavior and triggers

Input

**IFTTT**

"If you say 'Hey Google, KANP-AI, then start conversation about drink knowledge and life like bartenders"

Recommended options:
- Drinks name
- Drinks history/ knowledge
- Food pairing
- Amount of drinks/ food
- What's up with life

- Drinking music
- Lighting

Output

Hey Aki,
What are you drinking?
I will show you the history of whiskey!
.....

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# *KANP-AI!!*

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