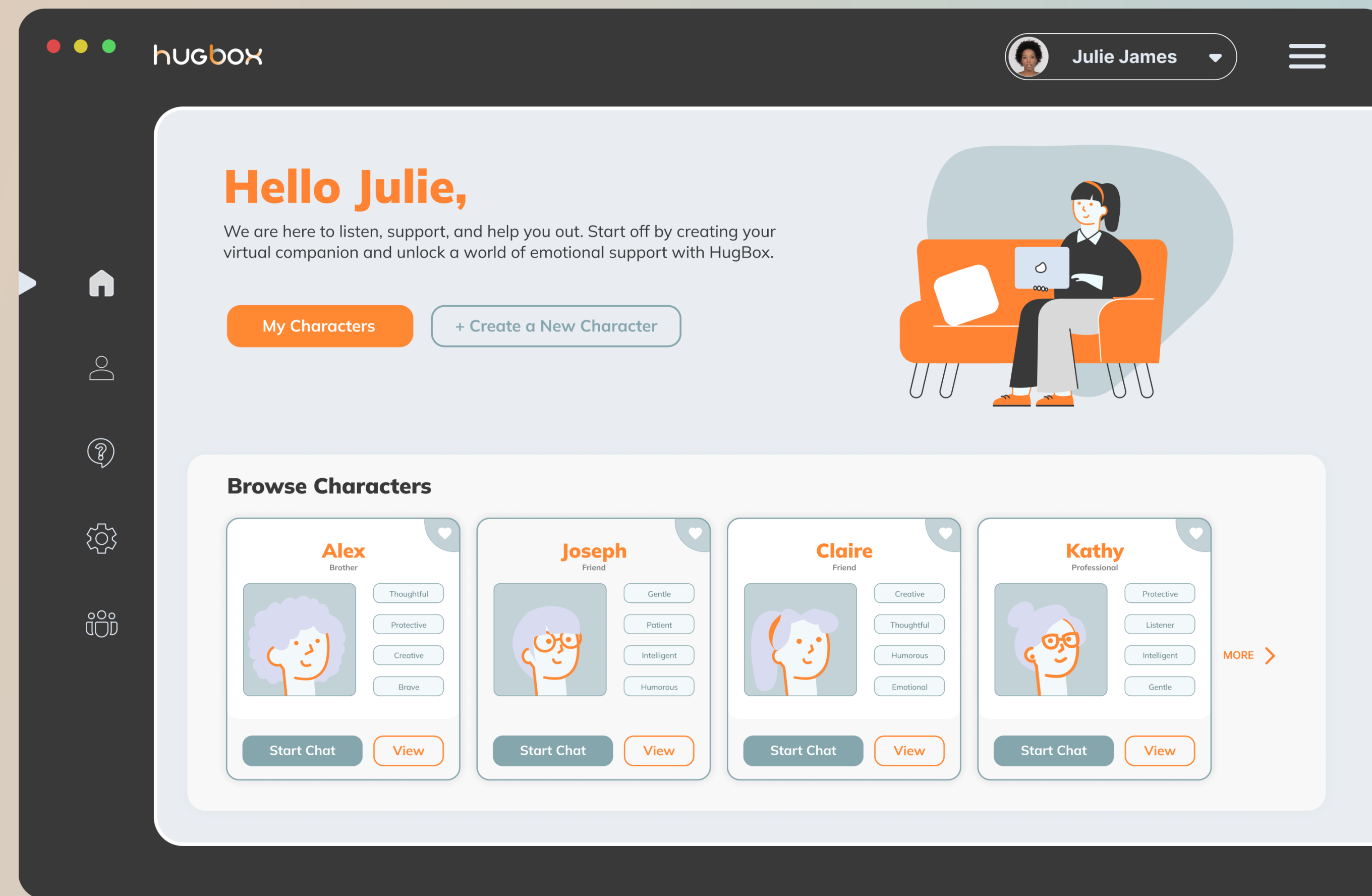
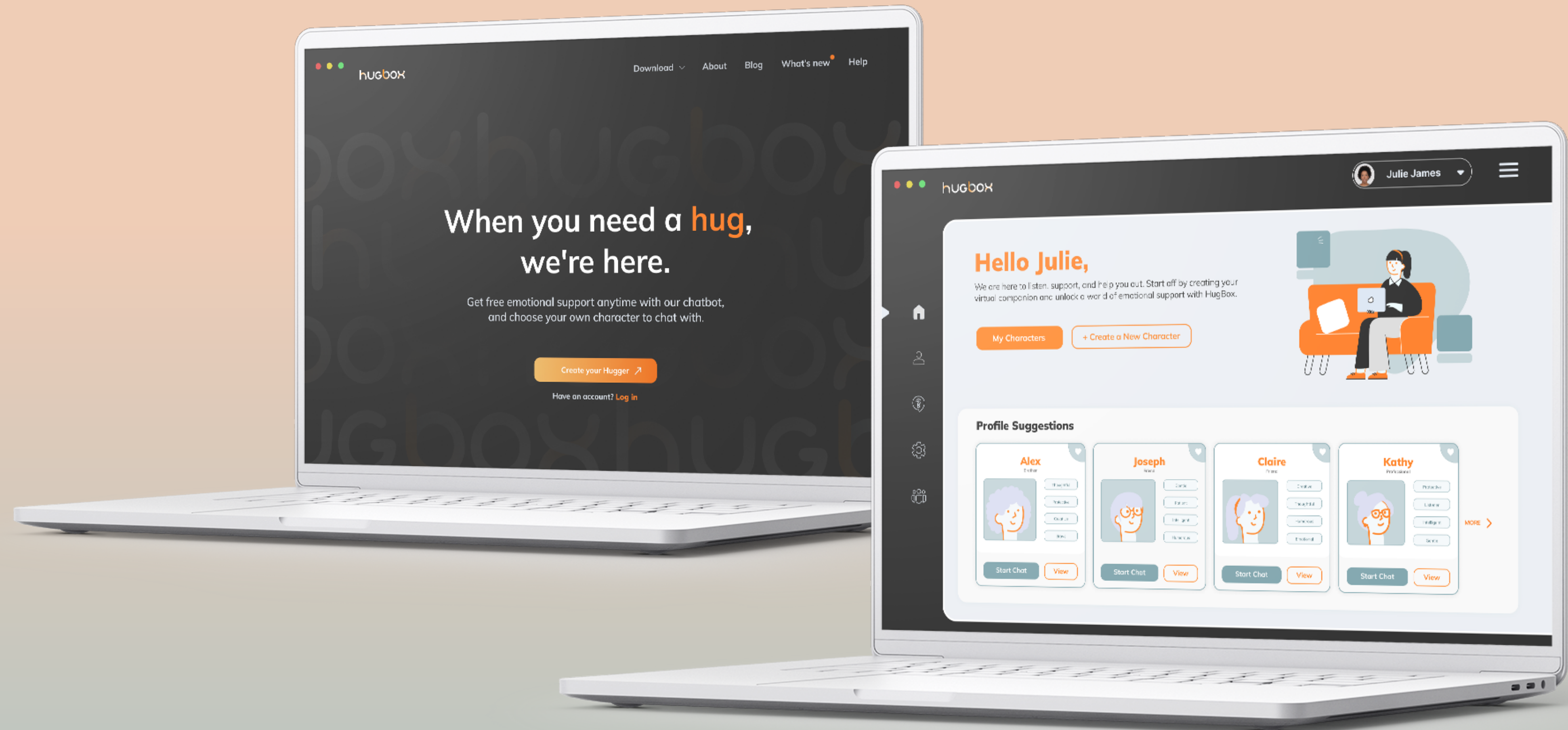


# hugbox

HugBox is an AI chatbot that lets users create virtual friends with unique personalities based on their preferences, needs, and style.

It fosters deep emotional connections, increasing user engagement and revolutionizing personalized conversations.





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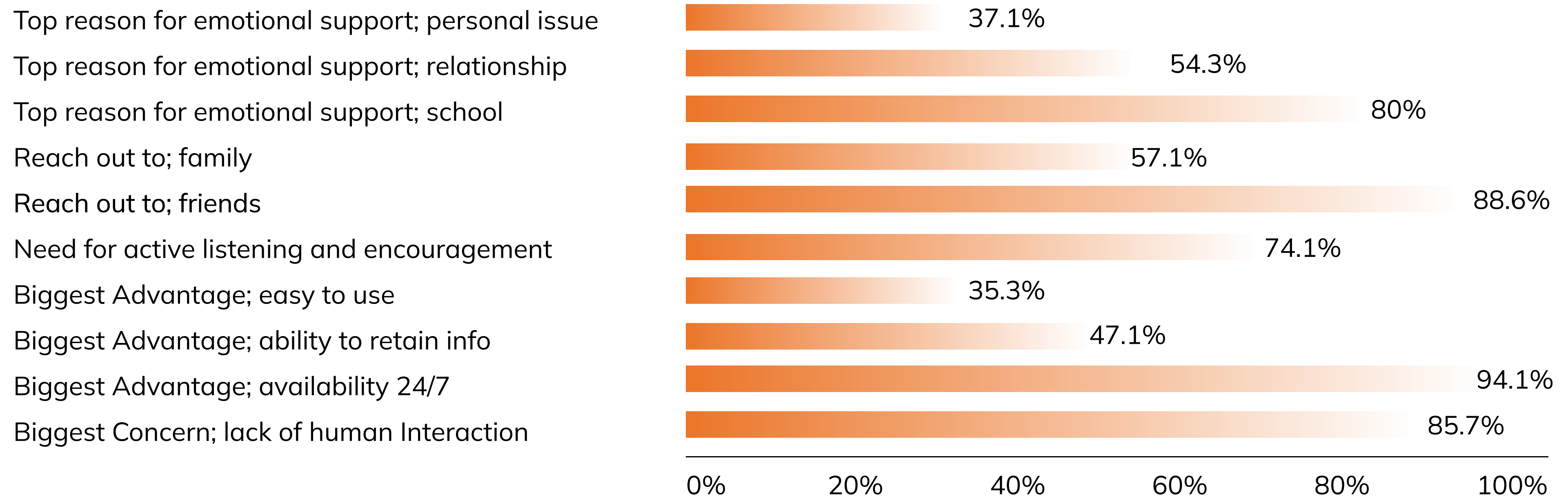
# literature review

## user surveys

We received **36** response from our survey about emotional support and AI chatbot

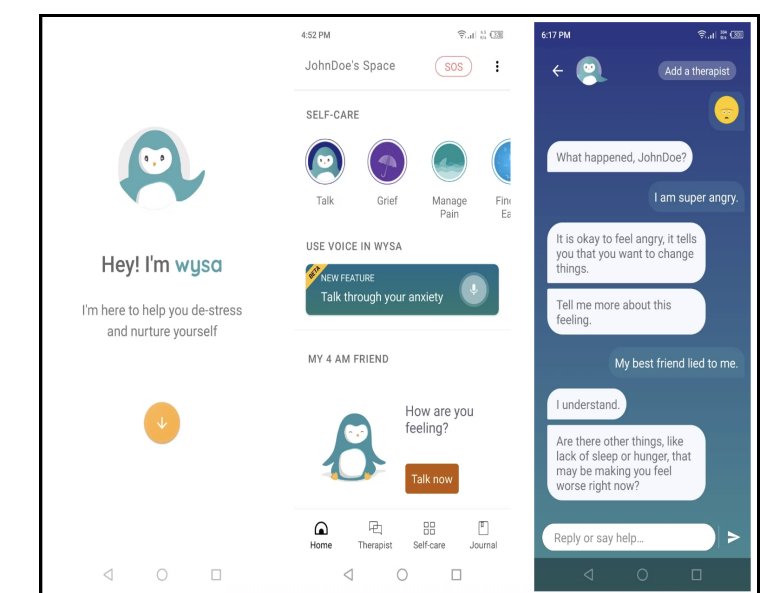
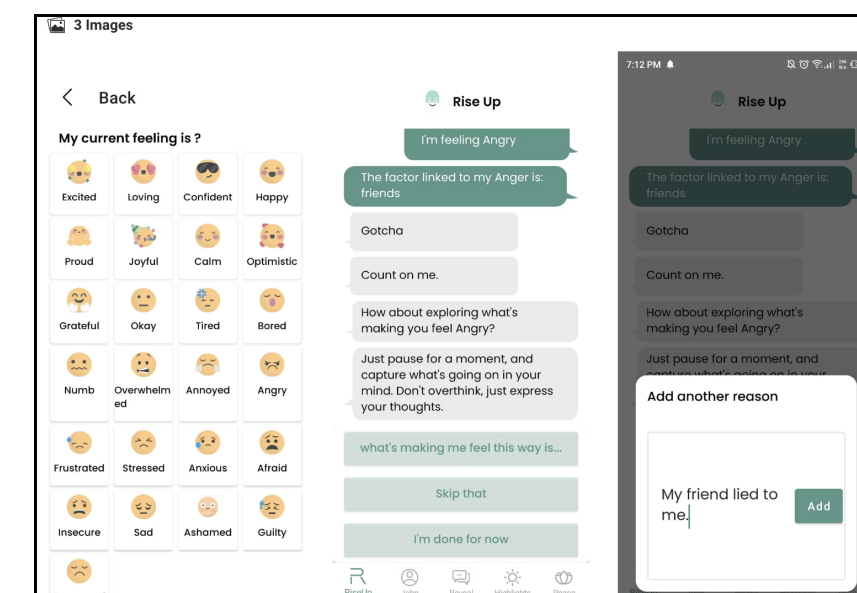
1. Most students (74.1%) needs active listening, encouragement and motivation, and empathy and validation when it comes to emotional support.
2. College students normally goes to friends(88.6%) and family members (57.1%) for emotional support.
3. The top three reasons students seek emotional support for is...
  - a. School/work stress (80%)
  - b. Relationship (54.3%)
  - c. Personal/Identity issue (37.1%)
4. The biggest advantage of AI chatbot is its availability 24/7(94.1%), ability to remember past conversation (47.1%), and easy to use (35.3%).
5. The biggest concern is lack of real human interaction (85.7%).

# key findings



# competitor analysis

- An option to talk through voice messages.
- supports voice calls
- Your conversations are confidential to protect your privacy. You just have to provide it with a nickname to start chatting.
- asks you questions to help you open up about your problems.
- it stores your therapy sessions **in a journal** so that you can keep a check on your progress.
- get **an SOS feature** in case you find yourself in an emergency
- can talk to real-life therapists if you pay for the sessions
- You can **select your issue from the Topics tab**.
- include **interactive quizzes, tests, and games** to help you overcome a challenge in a light-hearted way.
- You start by telling it your current feeling and then seek therapy according to your situation.
- Replika can **recognize images** and continue the conversation using them.
- Augmented Reality mode
- lets you choose and name your AI companion
- As you chat with it, you earn points. You can use these points to unlock interests, traits, clothes, or appearance of your AI friend.
- keeps track of all your personal information (like the name of your pet, country, and friend) that you share with it and uses that information during conversations.



# top insights



- 1** Stores therapy sessions in a journal so that you can keep a check on progress



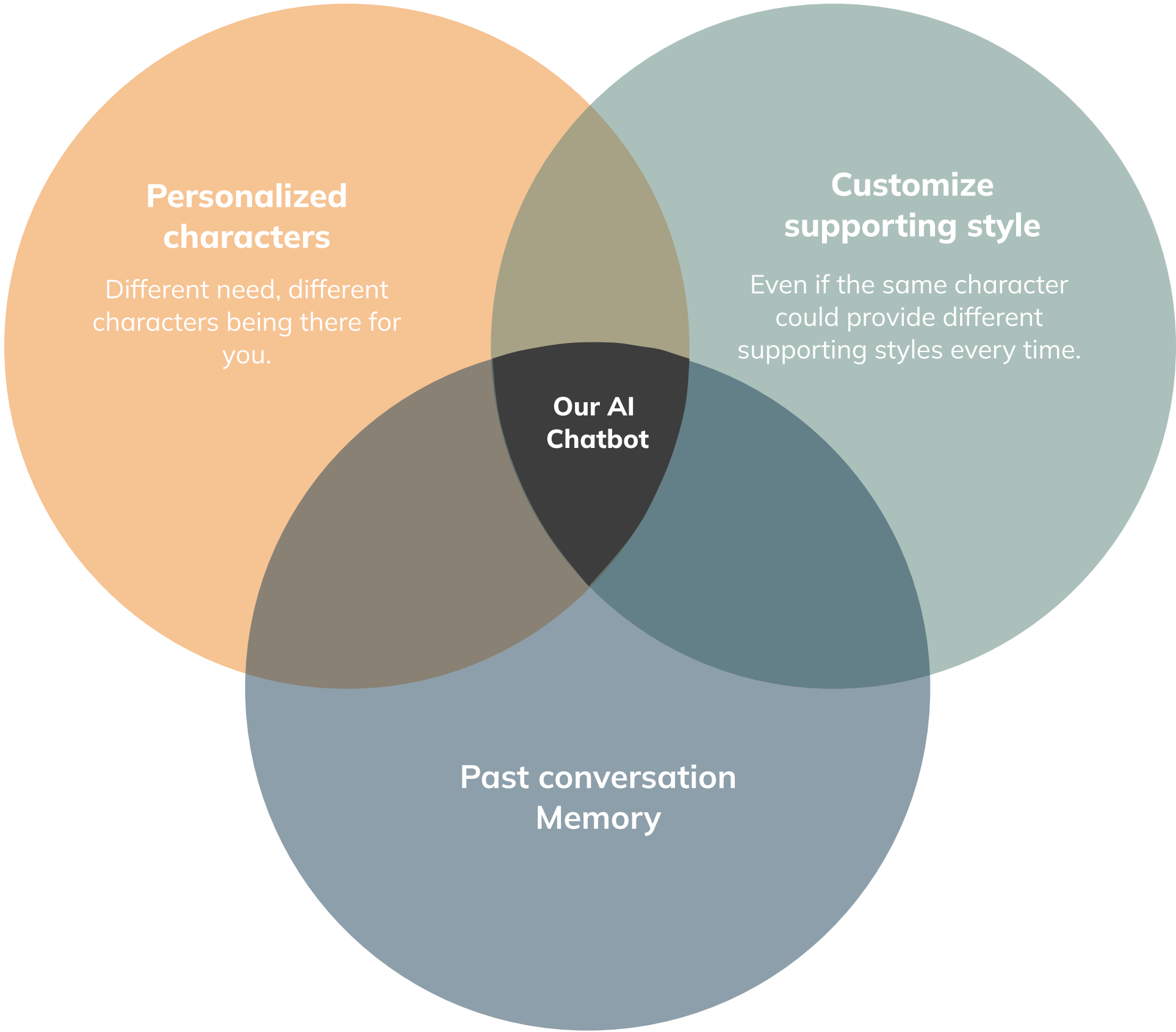
- 2** Lets you choose and name for your AI companion



- 3** Seeking therapy according to your personal situation and preferences



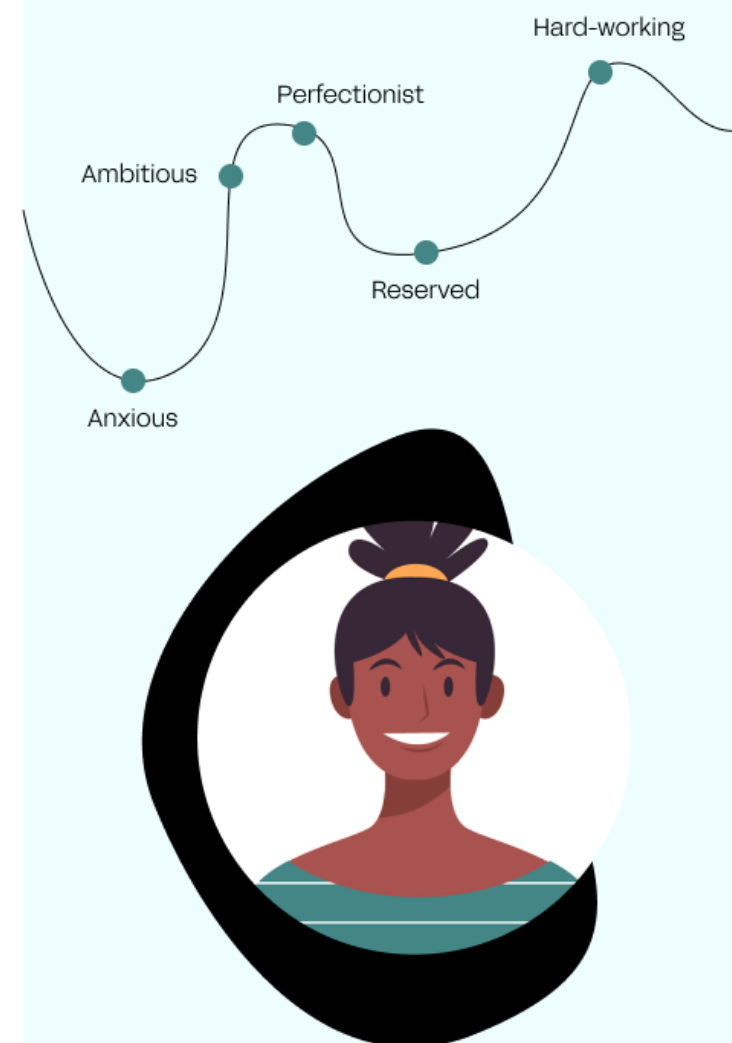
# pain points



# persona 01

**SOPHIA JANE | 20**

Junior at Carnegie Mellon University  
Pittsburgh, USA.  
She/Her



## Background

Sophia is a young adult who is in her third year of college. She is studying engineering and is finding it increasingly difficult to keep up with the demands of her coursework. Sophia is an only child and comes from a supportive family, but she often feels like she is burdening them with her problems. She has been struggling with feelings of anxiety and stress and is looking for a way to manage these emotions without feeling like she is constantly relying on others.

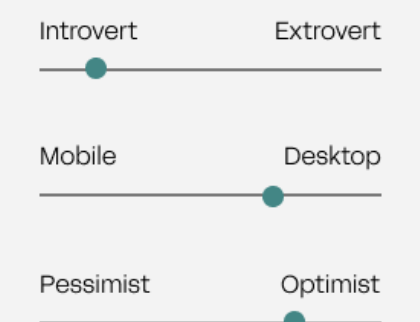
## Goals

- Manage her feelings of anxiety and stress so that she can
- Perform well in her studies.
- Interested in finding new ways to cope with her emotions and improve her overall mental health.
- Emotional support will provide her with a confidential and accessible resource that she can turn to whenever she needs it.

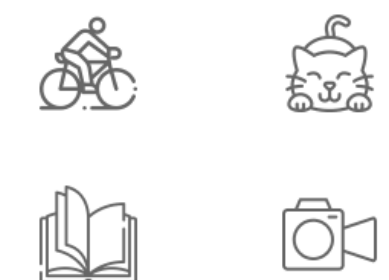
## Challenges

- Feels like she might be a burden on others if she keeps reaching out for support
- Difficulty opening up to an AI chatbot about her past life as she is worried about the privacy of the tool
- Hesitant to trust the chatbot's responses, particularly if they don't align with her expectations
- May have trouble finding time to use the chatbot

## Personality



## Interests



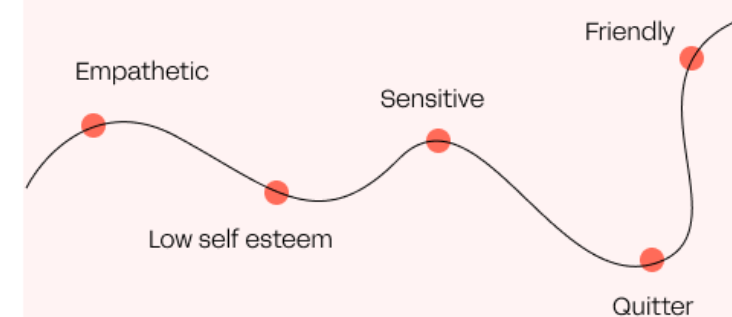
# persona 02

**IVAR DOMNICK | 19**

Freshman at Columbia University

New York City, USA.

He/His



## Background

Ivar is a young working professional who recently graduated from college and is experiencing a lot of changes in his life. He moved to a new city for his job and is finding it hard to adjust to the new environment. Domnick has always been a hardworking and ambitious individual, but he feels overwhelmed with the new responsibilities and expectations at work. He misses her friends and family back home and often feels lonely.

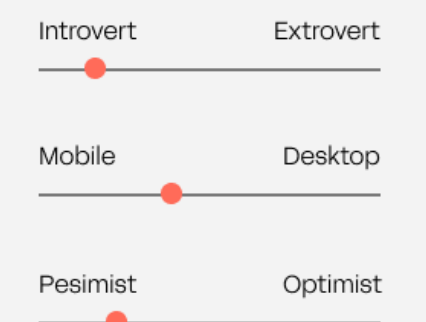
## Goals

- Find emotional support and someone to openly talk with
- Spend time talking to his mom who is very old and has difficulty in talking for too long
- Regain confidence in oneself and feel less overwhelmed
- Looking for tips from friends on how to manage work life balance and develop healthy habits at home

## Challenges

- Private person and finds it difficult to open up to new people
- Mother is bed ridden and can't communicate with him when he needs her
- Self doubt and negative self talk at times which affects confidence and productivity at work
- Tech- Savy but has never used an AI chatbot for emotional support before and hence is unsure of how it works

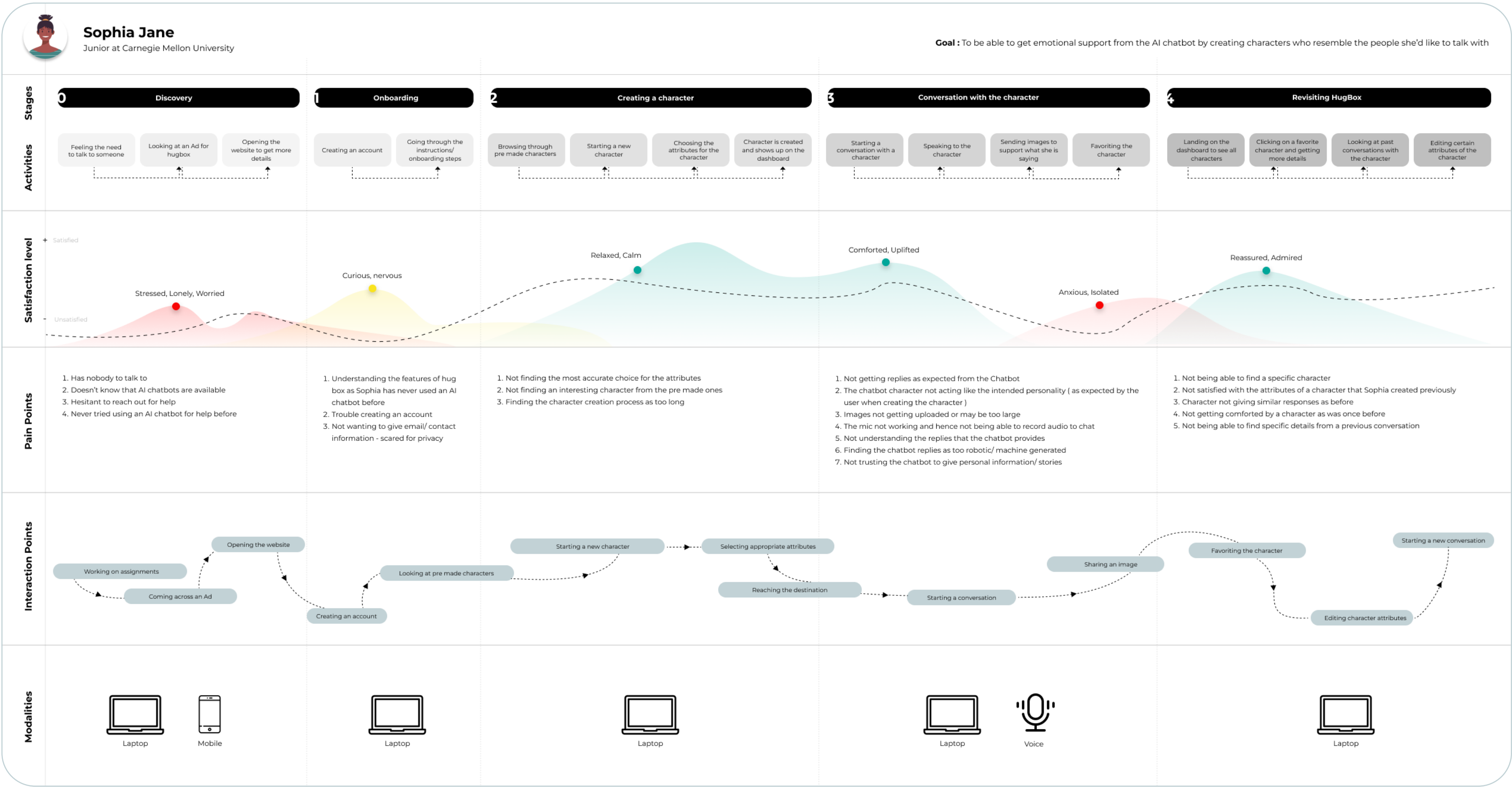
## Personality



## Interests



# user journey map





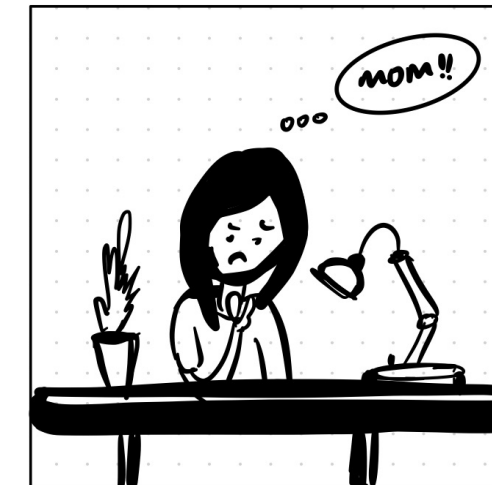
# storyboard



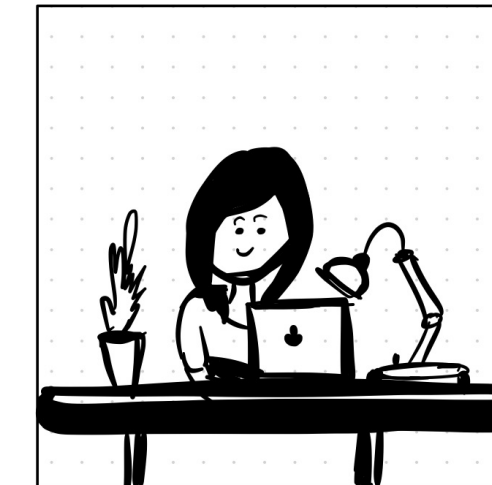
Sophia is super busy with her schedule in college and is going through a roller coaster of emotions and amidst this she feels lonely and stressed at the same time.



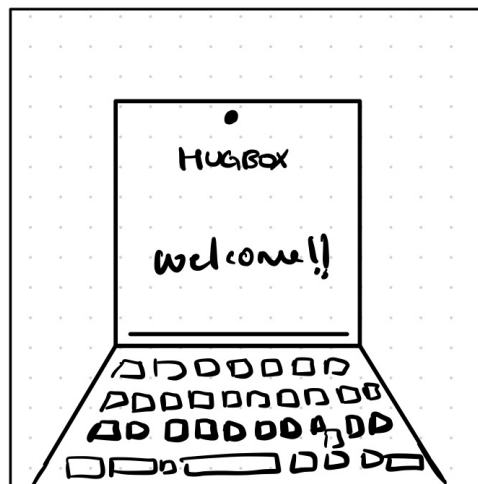
She tries to reach out and talk to her friends but she finds it concerning to reach out to people around her as she thinks she is annoying them by constantly asking for emotional support



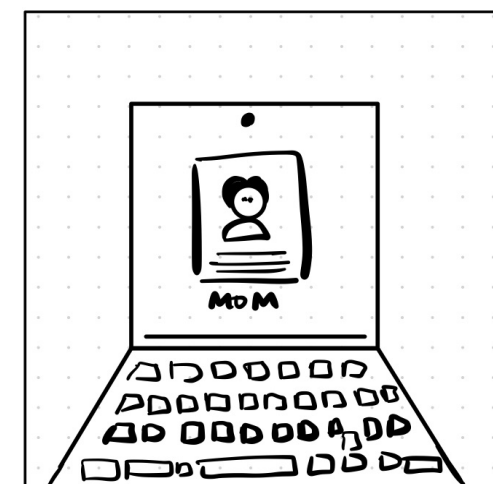
At this time, she really misses her mom who is in another country and since her mom is in a completely different time zone she is not able to talk to her as much as she would like to



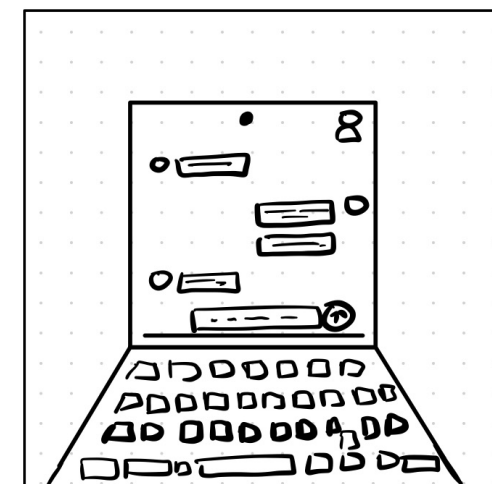
While casually browsing the internet on her laptop, she bumps into an AI chatbot that she finds super fascinating as it allows her to create characters and talk to them for emotional support



She immediately decides to try Hugbox and starts the onboarding on her laptop

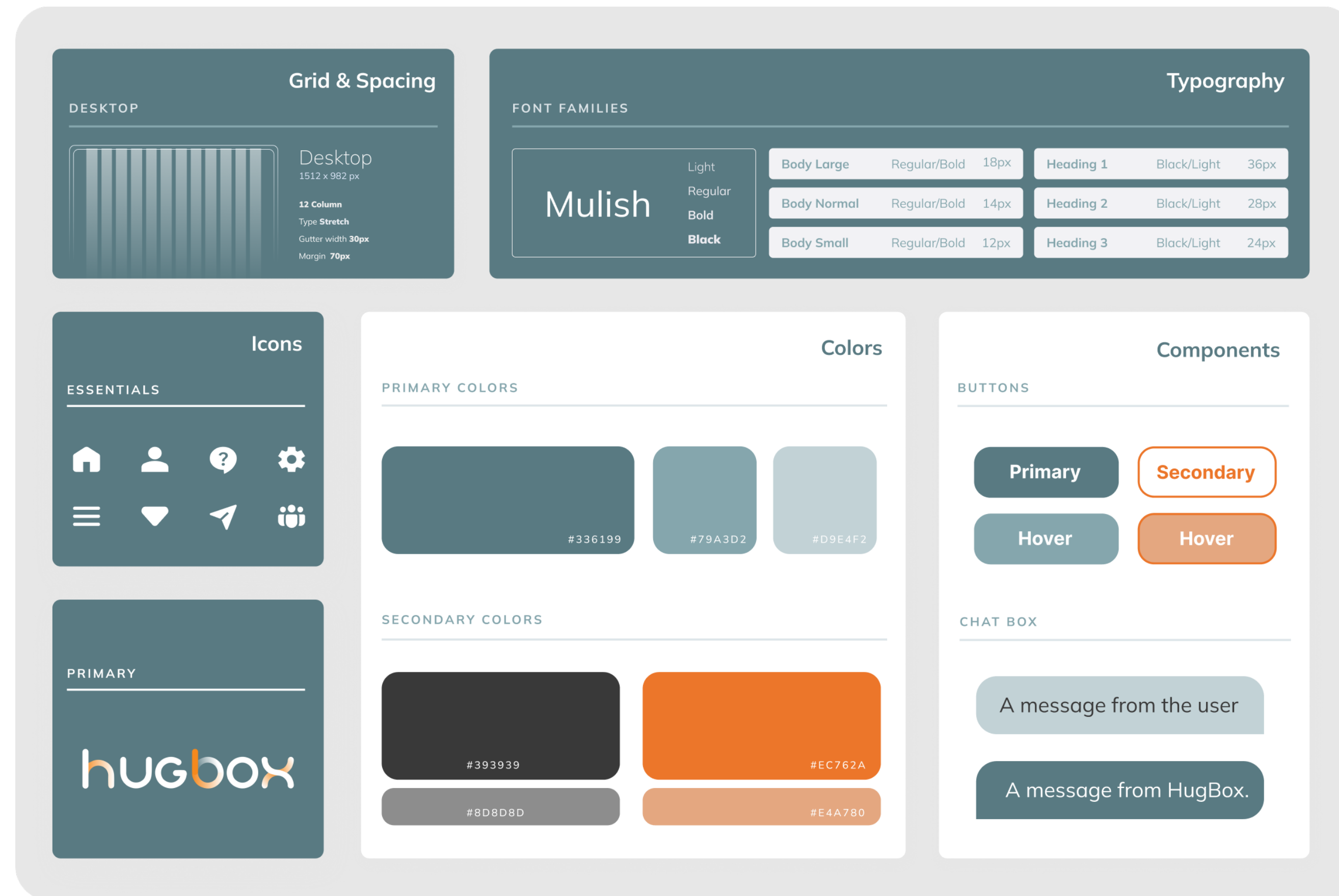


Since she misses her mom and wants to talk to her about her feelings, she creates a character who resembles her by choosing all the appropriate attributes such as culture, gender, age, personality traits etc.



Once the character is created she starts conversing using the tool and quickly realizes that she feels very comfortable sharing her feelings to the chatbot since it resembles her mom in so many ways

# design style guide



# Figma Prototype

