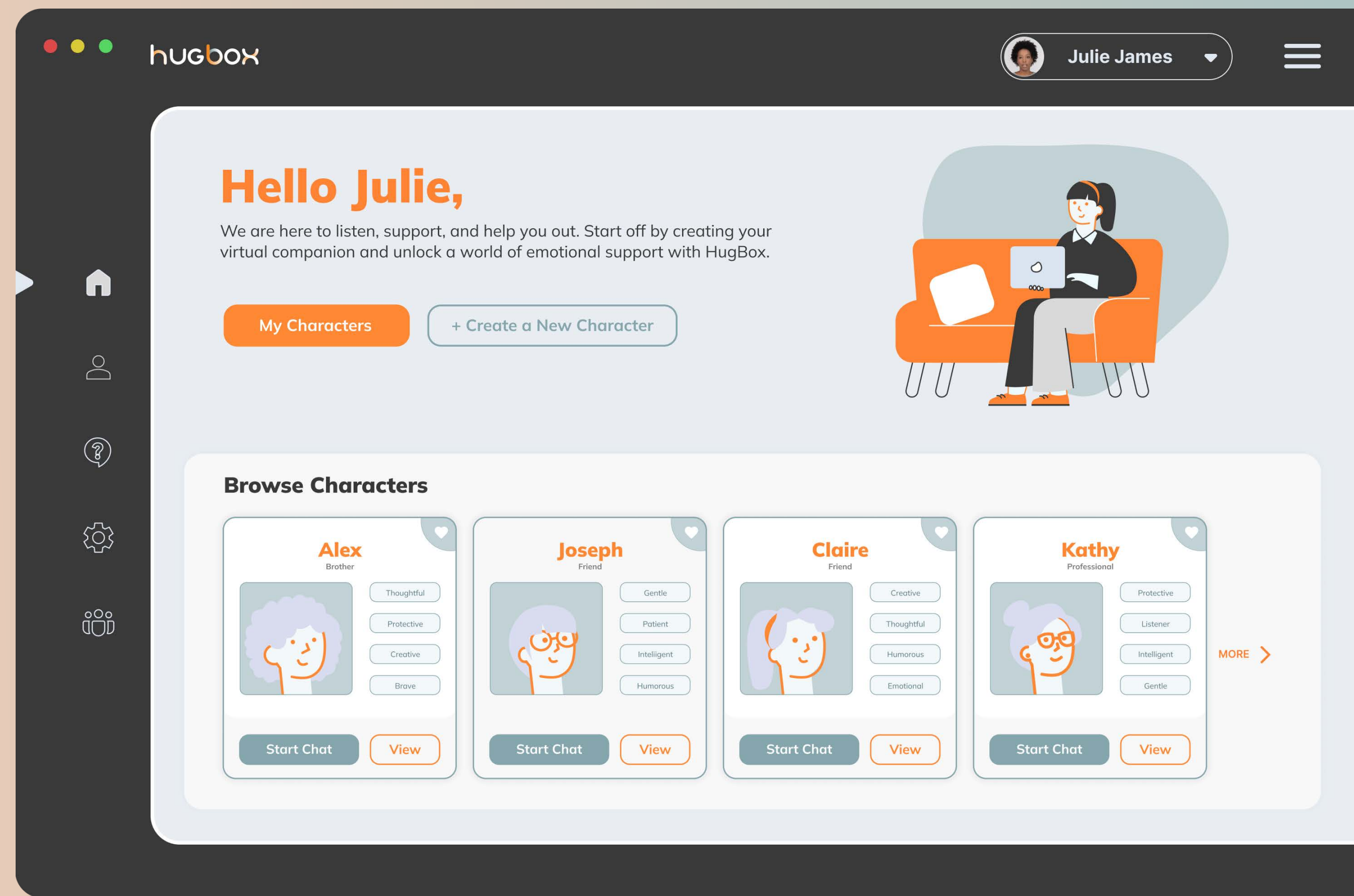
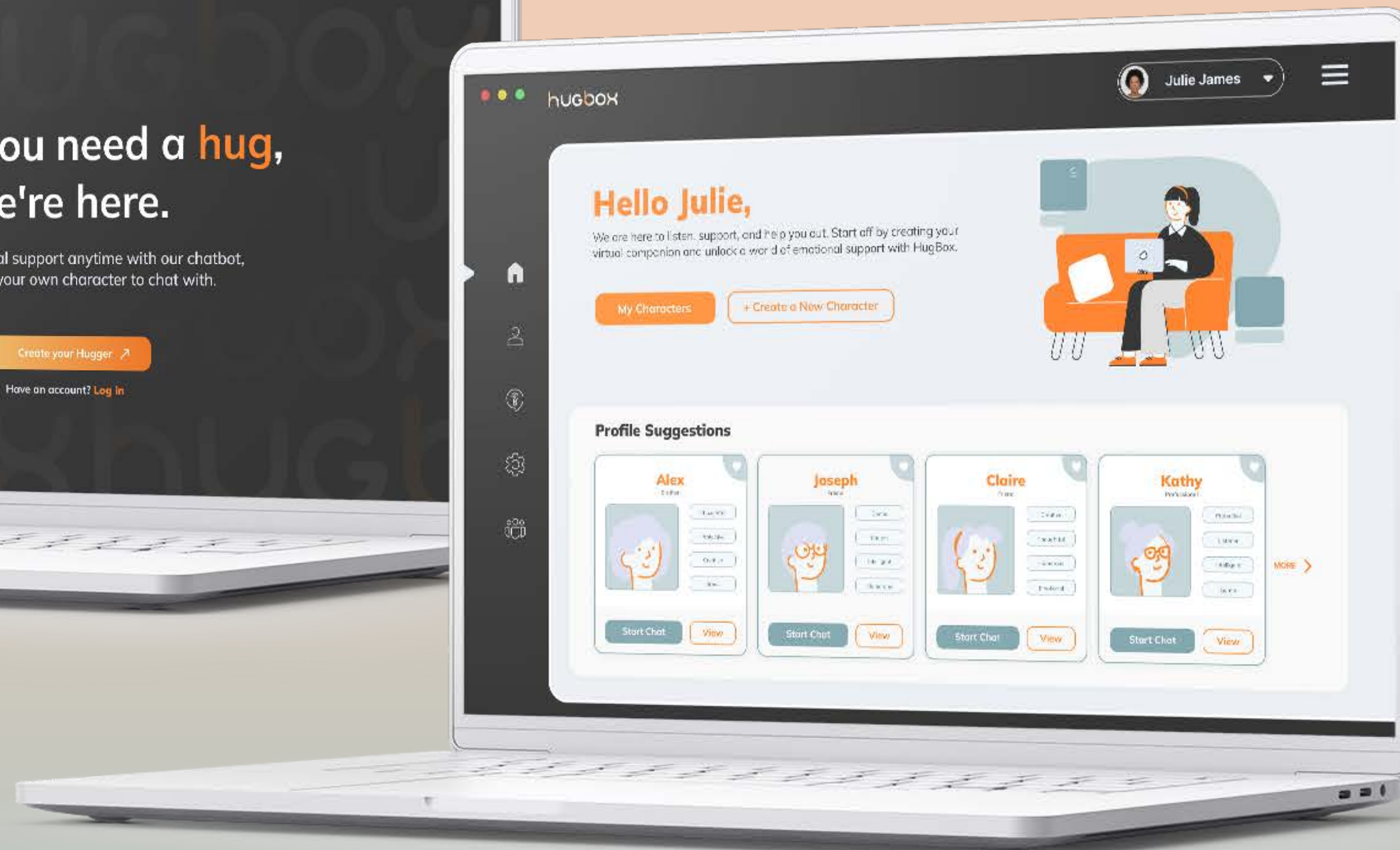
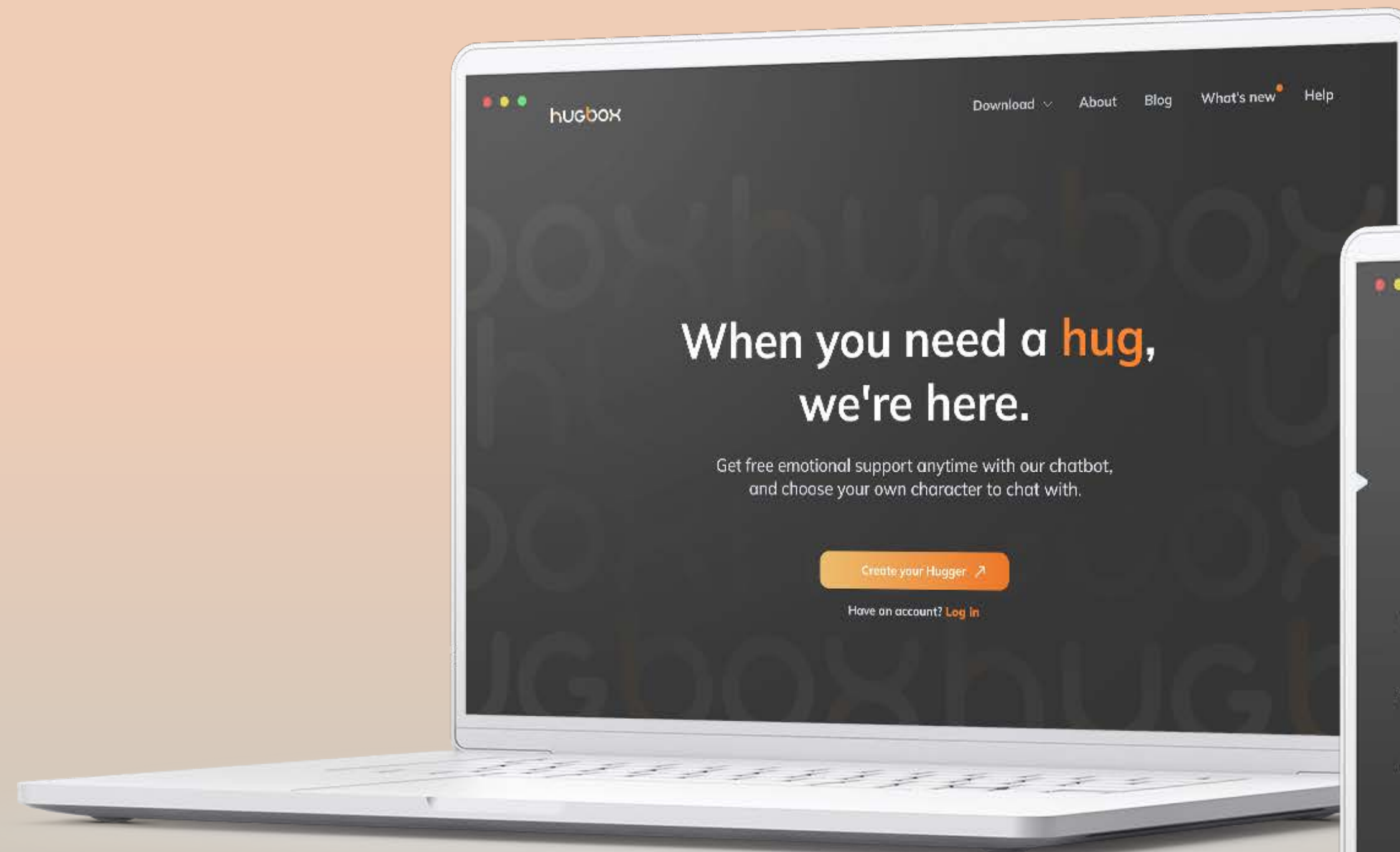


hUGbox

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.







# Storyboard



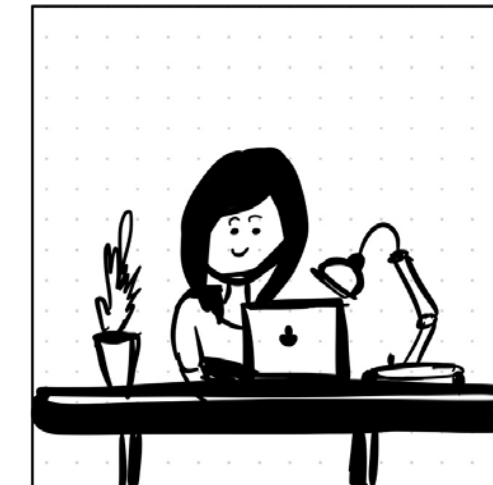
Sophia is super busy with her schedule in college and is going through a roller coaster of emotions and amidst this she feels lonely and stressed at the same time.



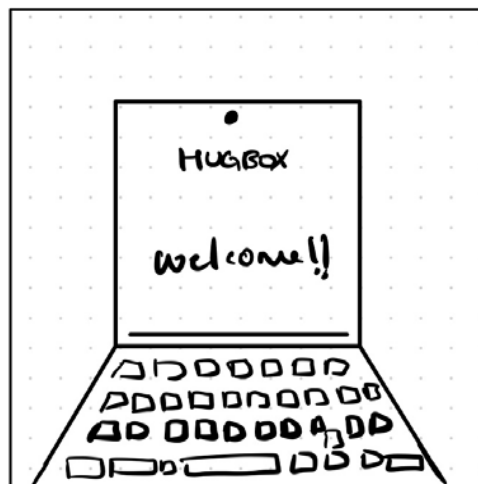
She tries to reach out and talk to her friends but she finds it concerning to reach out to people around her as she thinks she is annoying them by constantly asking for emotional support



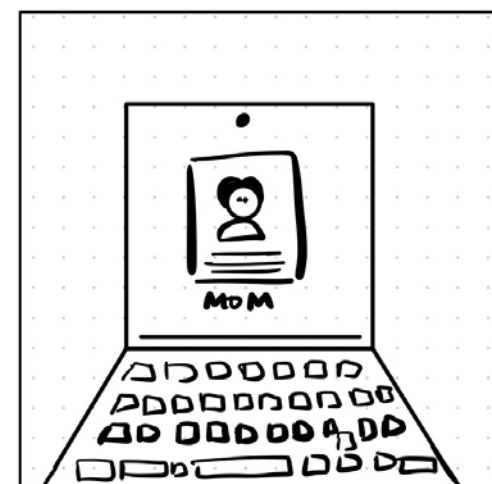
At this time, she really misses her mom who is in another country and since her mom is in a completely different time zone she is not able to talk to her much



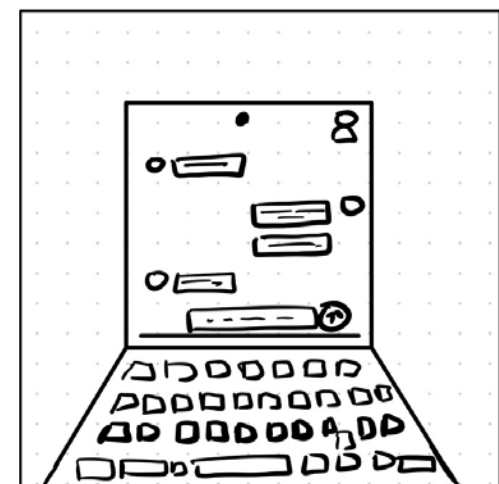
While casually browsing the internet on her laptop, she bumps into an AI chatbot that she finds super fascinating as it allows her to create characters and talk to them for emotional support



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 is so many ways



# Contents

- 01 **Primary Research**
- 02 **Competitor Analysis**
- 03 **Pain Points**
- 04 **User Persona**
- 05 **User Journey Map**
- 06 **Storyboards**
- 07 **Design Style Guide**
- 08 **Prototypes**

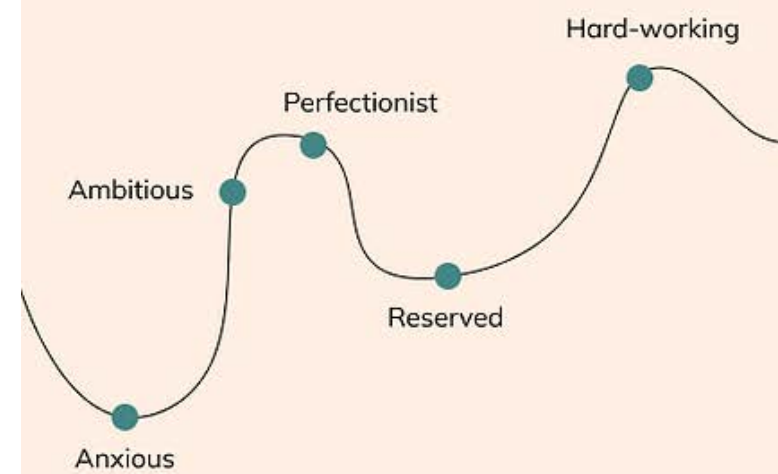
# Target Audience

## USER PERSONA 1

Sophia Jane | 22

Junior at Carnegie Mellon University  
Pittsburgh, USA.

She/Her

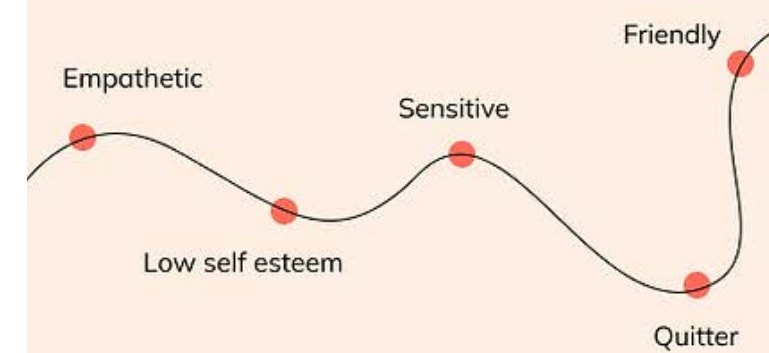


## USER PERSONA 2

Ivar Dominik | 19

Freshman at Columbia University  
New York City, USA.

He/His



## KEY TAKEAWAYS FOR TARGET AUDIENCE

### Goals

- Regain confidence in oneself and feel less overwhelmed.
- Manage work life balance and develop healthy habits,
- Manage anxiety and stress.
- Manage relationships with family members, friends, significant others.
- Perform well in school.
- Cope with emotions and improve overall mental health.
- Confidential and easily accessible emotional support.

### Challenges

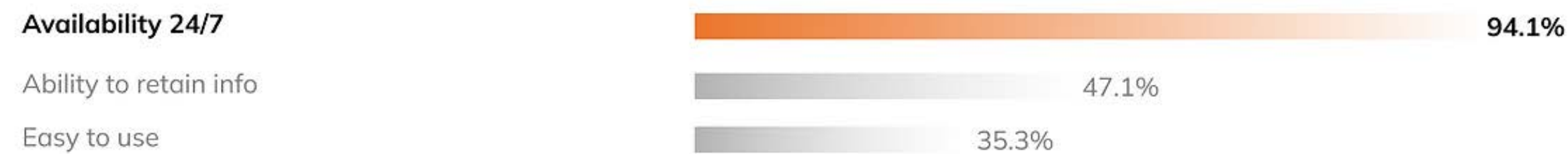
- Find it difficult to open up to new people.
- Self doubt and negative self talk at times which affects confidence and productivity at work.
- Feel like a burden on others if keep reaching out.
- Hesitant to trust the chatbot's responses, worry that it doesn't align with expectations.
- Traditional therapy can be hard to schedule, not always available, and finding a compatible therapist can be challenging.

# Key Findings

## Top Reason for Emotional Support



## Biggest Advantage of Using AI Chatbot



## Biggest Concern of Using AI Chatbot



0% 20% 40% 60% 80% 100%

## Data

- **36** survey responses
- **12** people interviews

## Current Problems

- lacking in human-like interaction
- fails to provide a personalized experience that truly reflects their preferences and needs

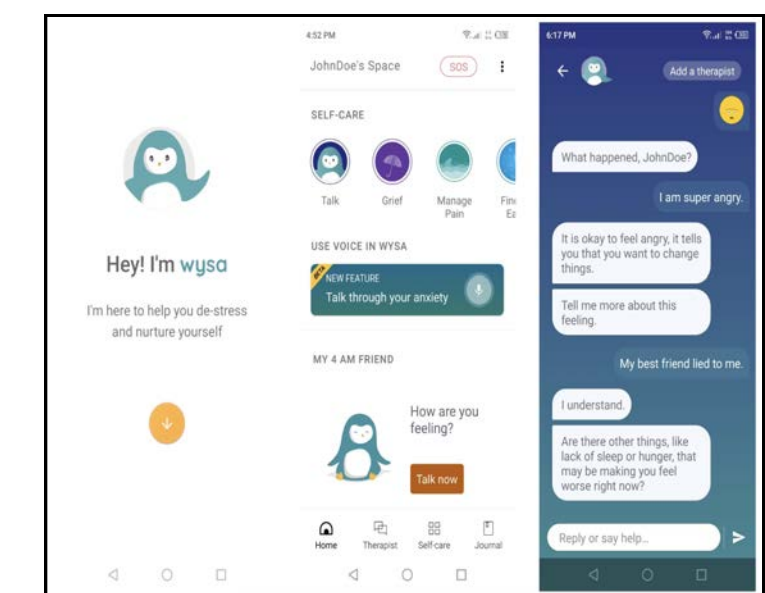
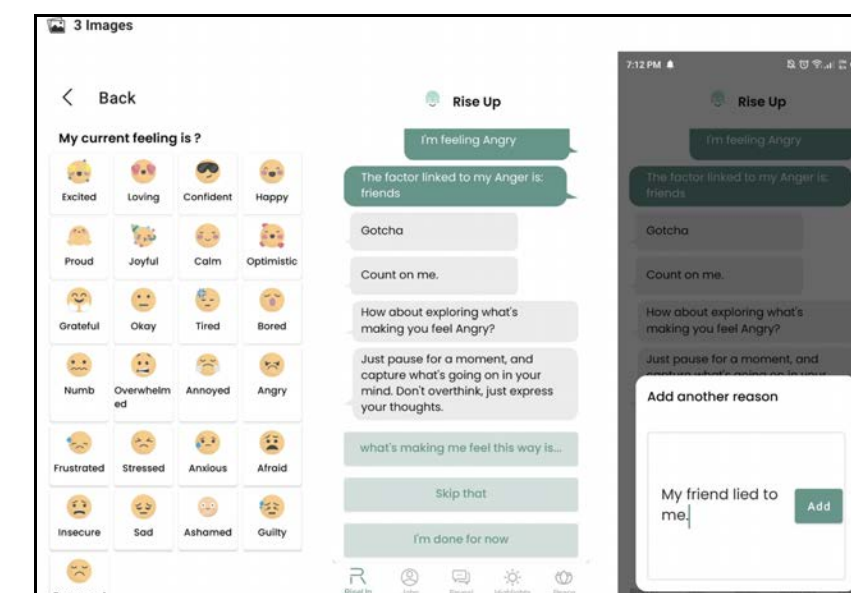


# Design Opportunities


- 1** A more accessible and personalized solution that reflects their unique needs and preferences
- 2** A a safe and confidential space for users to express their emotions, and receive support
- 3** Connect anytime and anywhere

# 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 info (like the name of your pet, country, friend) that you share with it and uses that info during conversations.



# Competitor Analysis

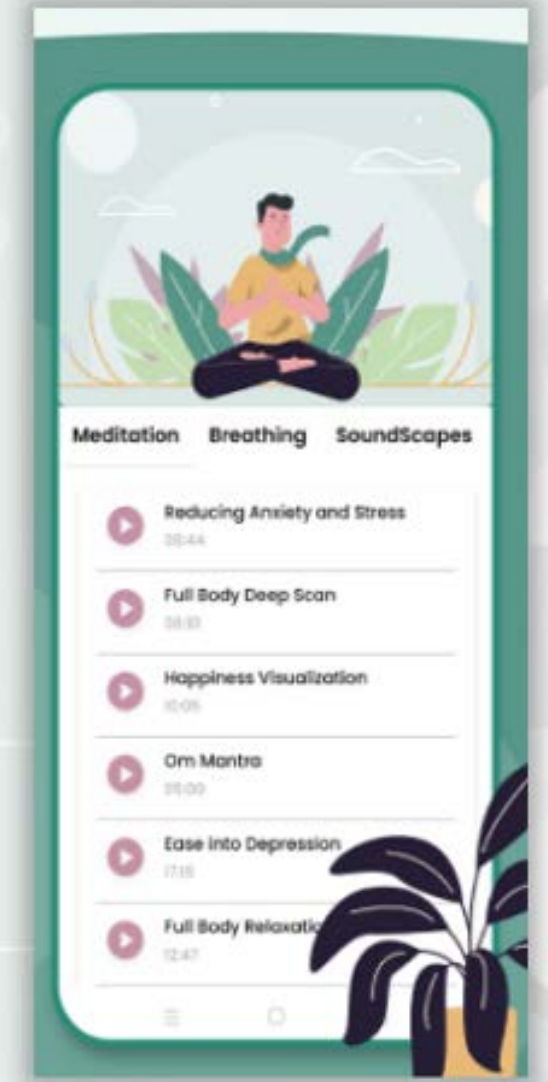


Meet your AI Friend

**Replica**

**Pros:** Allows users to create a virtual friend, has a variety of customization options.

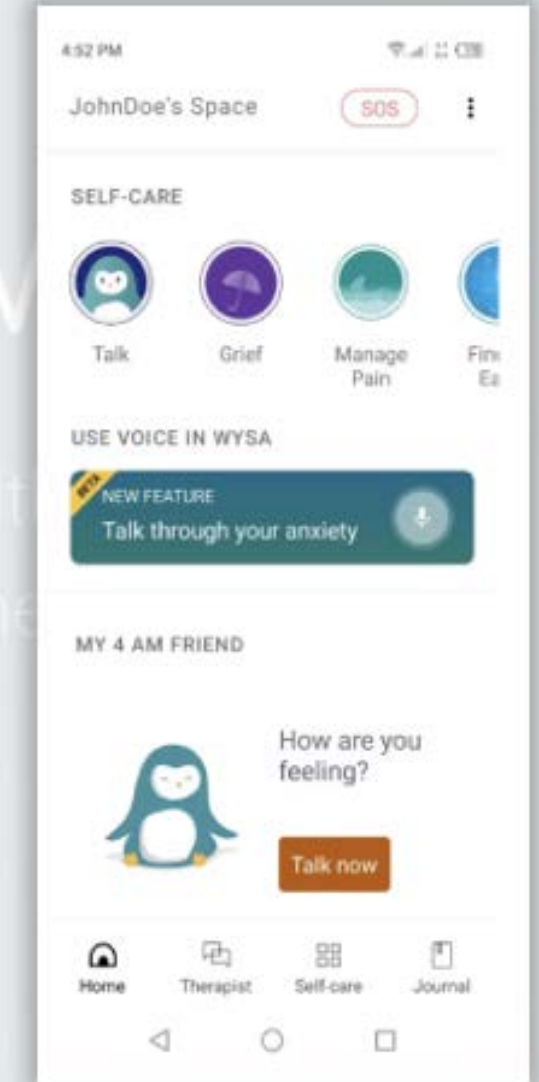
**Cons:** Not specifically designed to provide emotional support.



**Rise Up**

**Pros:** Provides users with a range of mental health resources, has a supportive community.

**Cons:** Lacks the conversational abilities of a chatbot, some users may prefer a more personalized approach.



**Wysa**

**Pros:** Offers a range of techniques such as CBT and meditation, has a clean and simple user interface.

**Cons:** Lacks personalization.



# Top Insights



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

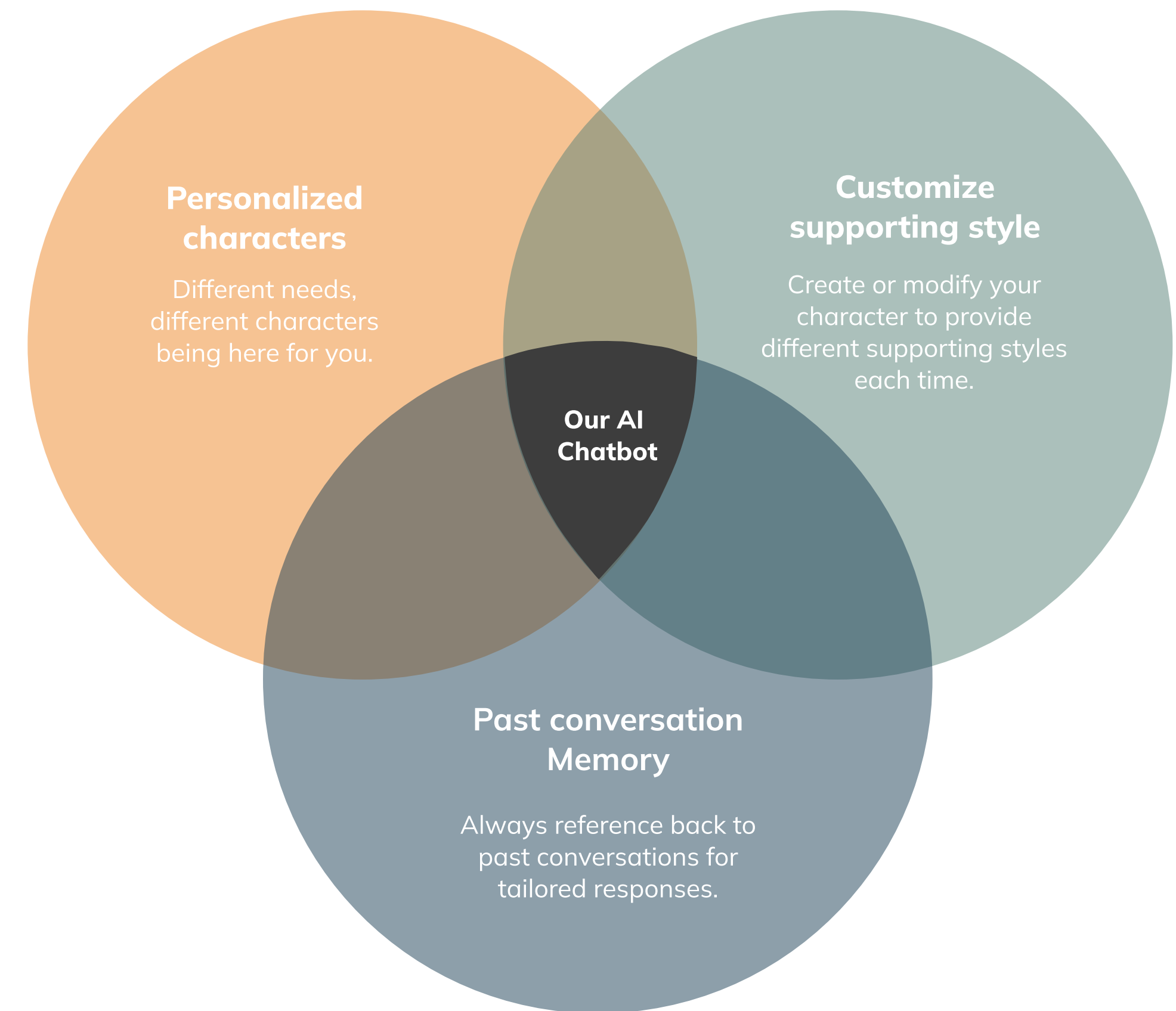


- 2** Lets you choose and name for your AI companion

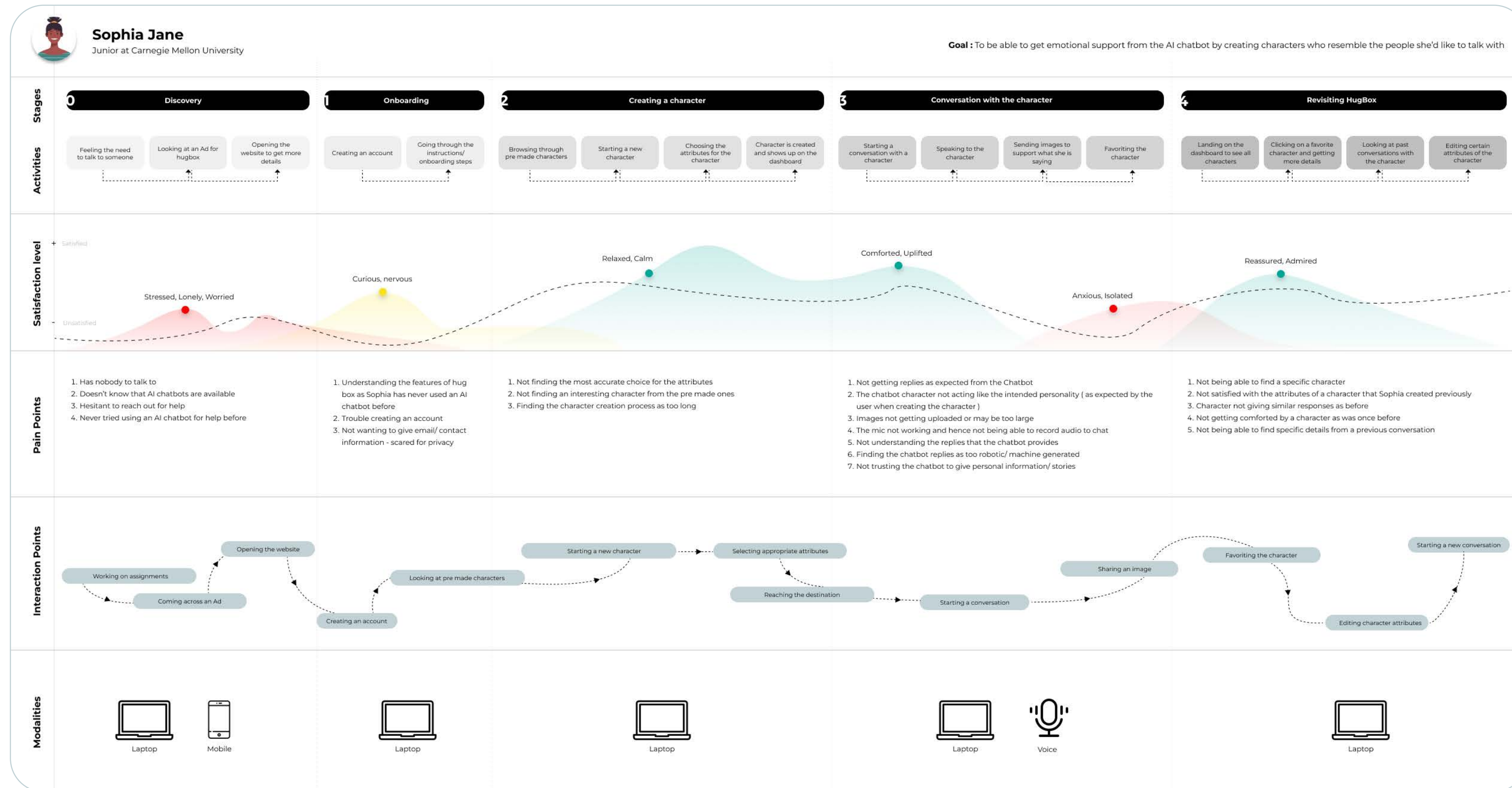


- 3** Seeking therapy according to your personal situation and preferences

# Value Proposition

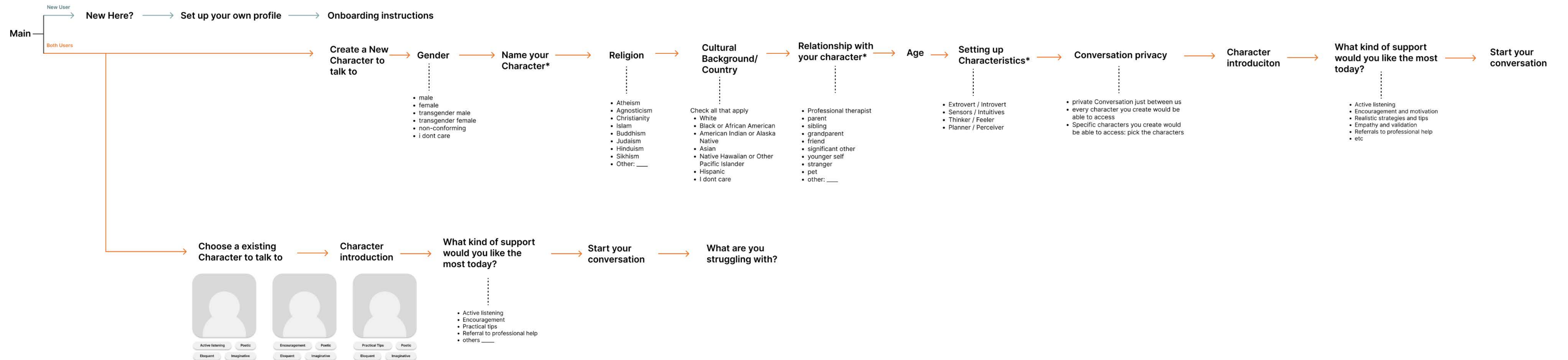


# User Journey Map

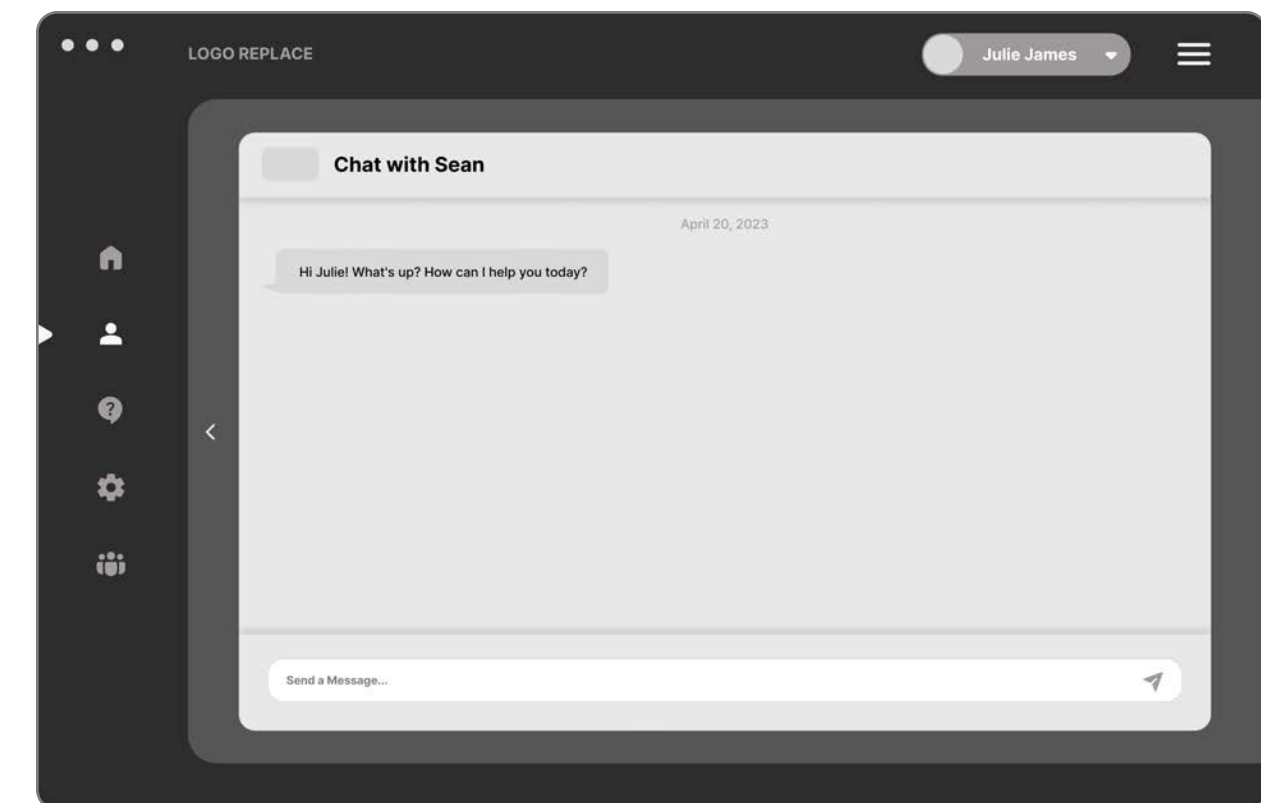
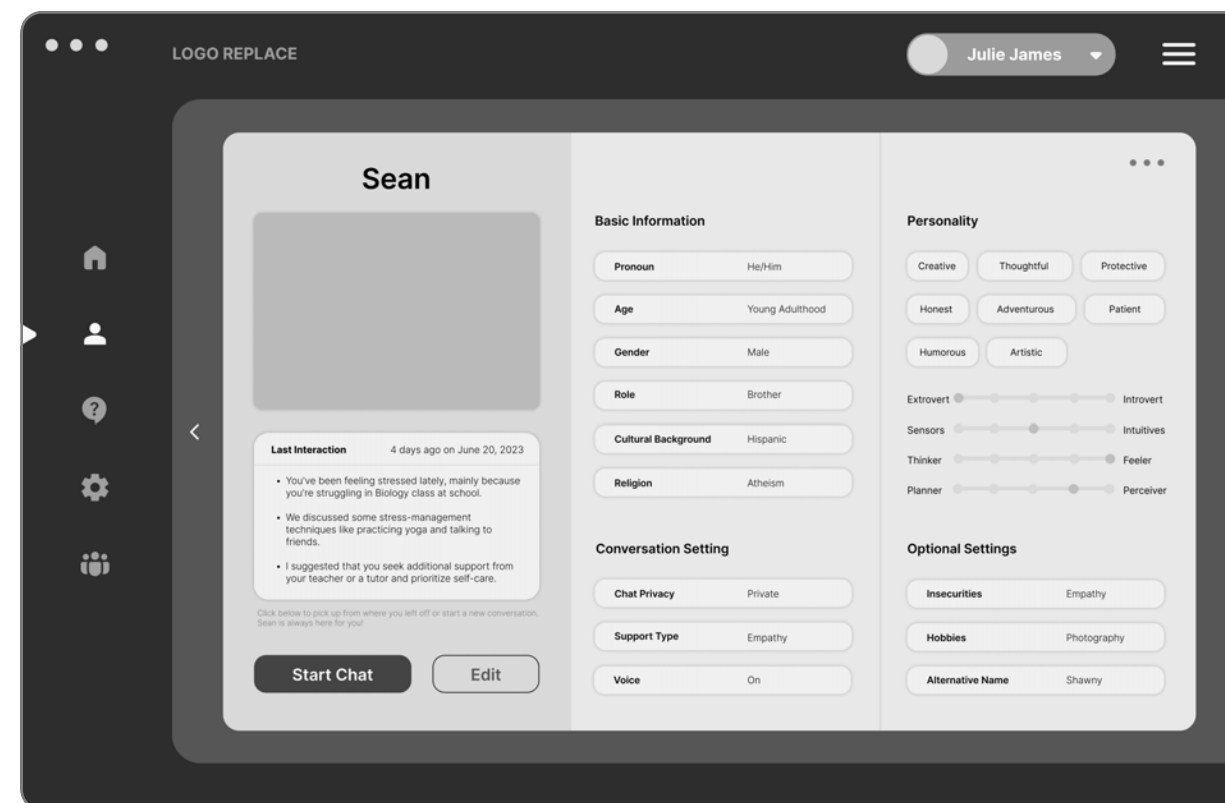
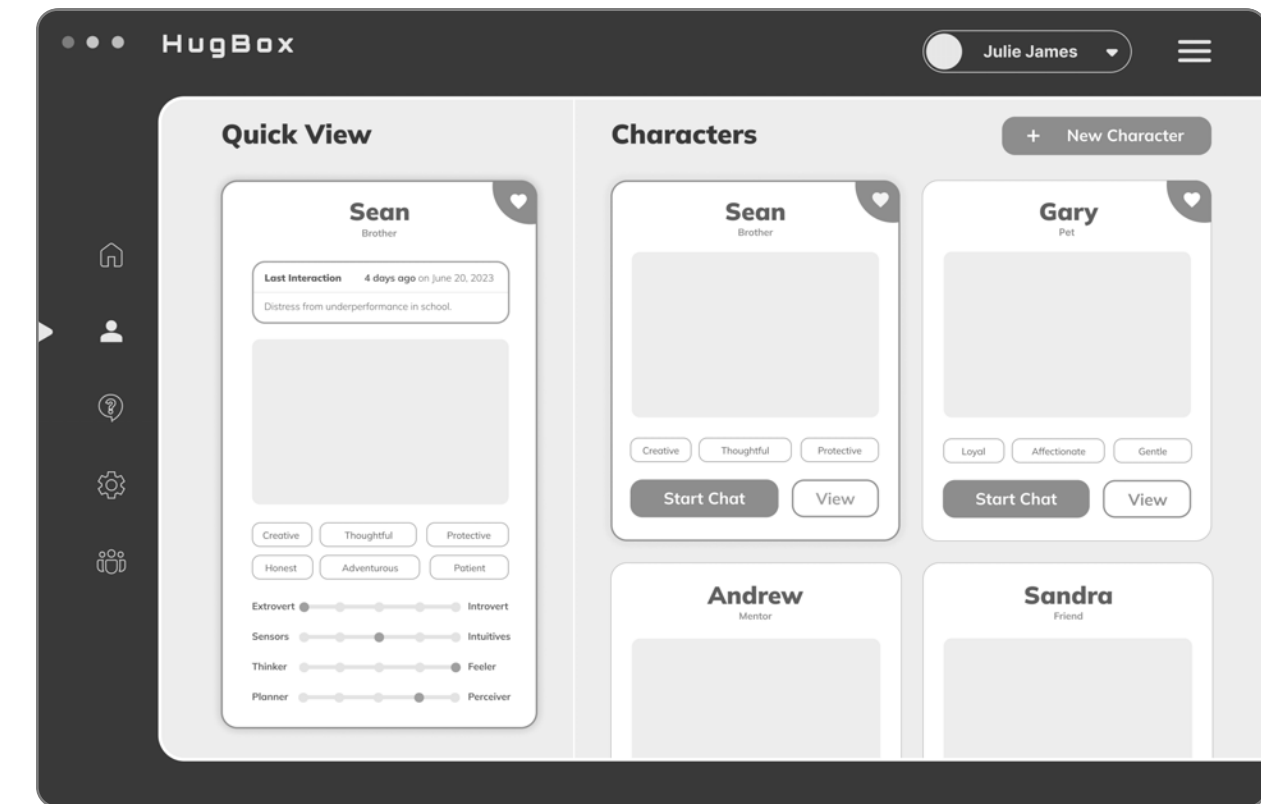
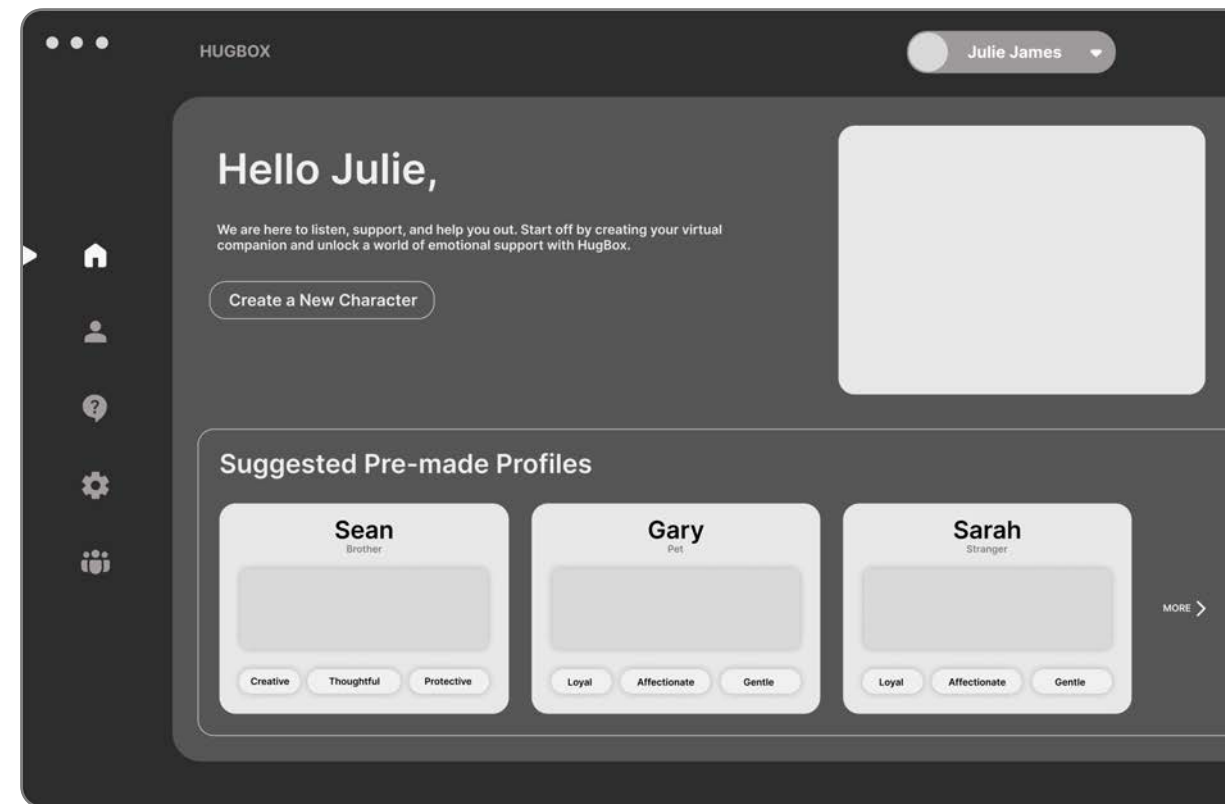
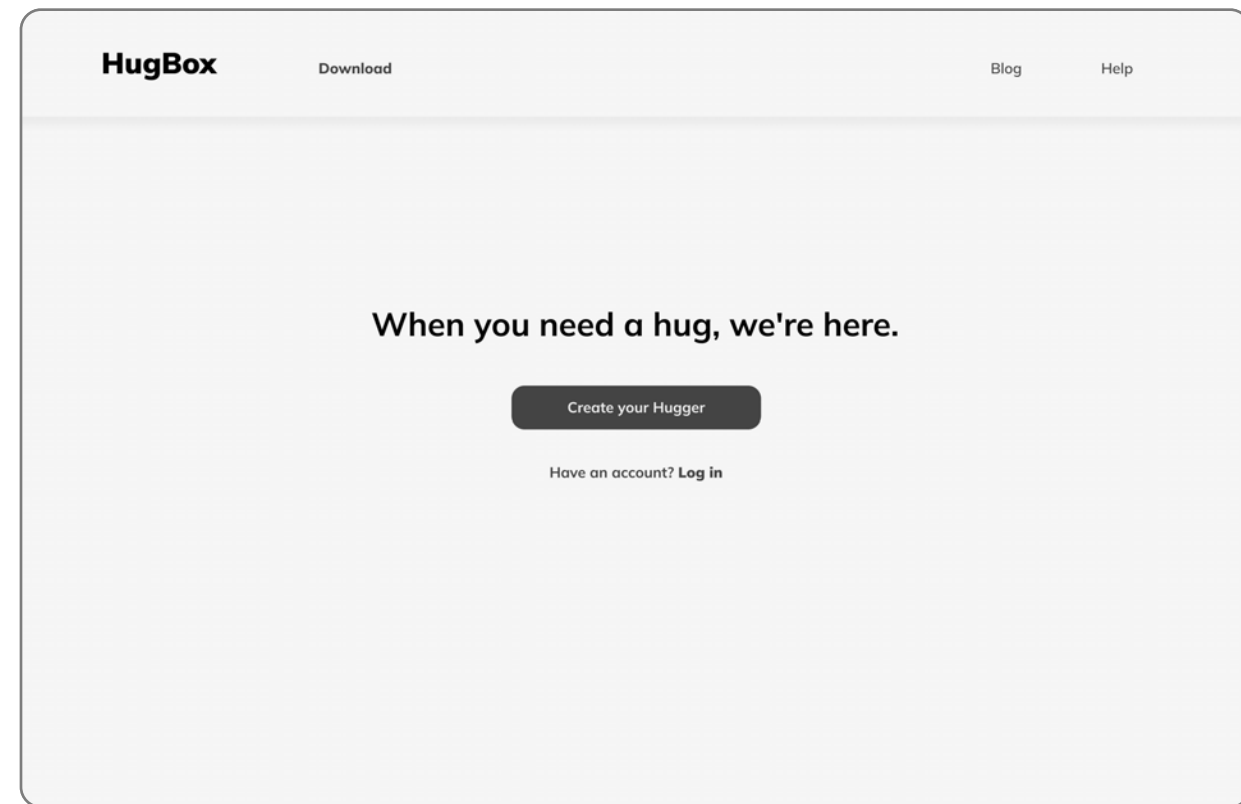




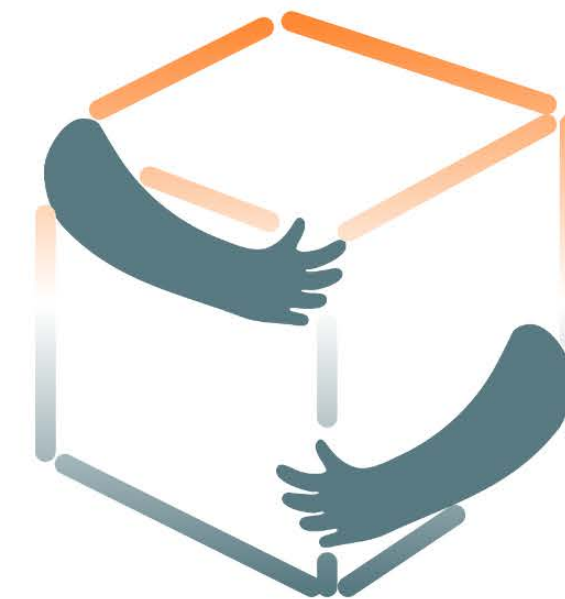
# User Flows



# Wireframes



# Logo Iterations





# Design Style Guide

### Grid & Spacing

DESKTOP



Desktop  
1512 x 992 px

12 Column  
Type: Stretch  
Gutter width: 30px  
Margin: 70px

### Typography

FONT FAMILIES


Mulish

Light  
Regular  
Bold  
Black

Body Large	Regular/Bold	18px	Heading 1	Black/Light	36px
Body Normal	Regular/Bold	14px	Heading 2	Black/Light	28px
Body Small	Regular/Bold	12px	Heading 3	Black/Light	24px

### Icons

ESSENTIALS




### Logo

PRIMARY




### Colors

PRIMARY COLORS




SECONDARY COLORS


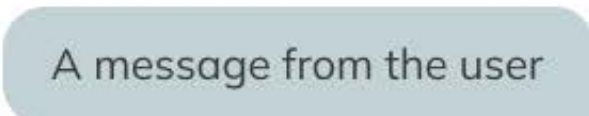


### Components

BUTTONS



CHAT BOX



# Figma Prototype

