EQ ASSISTANT
taking the guesswork out of communication

YOUR EMOTION ASSISTANT
Understanding emotion in text messages can be tricky. EQ Assistant uses Artificial Intelligence and Machine Learning to provide real-time emotion information as you read and write messages.

AI DESIGN PRINCIPLES
DON'T INTERRUPT USER FLOW
GET BETTER OVER TIME
AUGMENT EXISTING EXPERIENCE
SUGGEST, DON'T TELL

1 PREDICTIVE SUGGESTIONS
As you are typing, EQ Assistant analyzes your words, detects emotions, and offers suggested tags.

2 EXPLICIT LABELLING
Tap to confirm a suggested tag or add your own. EQ Assistant uses the interaction to improve over time.

SENDING
RECEIVING

3 INTELLIGENT PRIORITIZATION
EQ Assistant prioritizes messages that are important to read based on emotions in the message.

4 RESPONDING EMPATHETICALLY
Tags appear in the received message to help you respond appropriately.

OUR PROCESS
RESEARCH
Expert interviews
Literature review
Survey

IDEATE & DESIGN
Sketching
Low fidelity mockups
Prototyping

EVALUATE & ITERATE
Quantitative experiment
Qualitative study
Design iteration workshop

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