
Ziggy

Bridging AI intelligence with human connection.

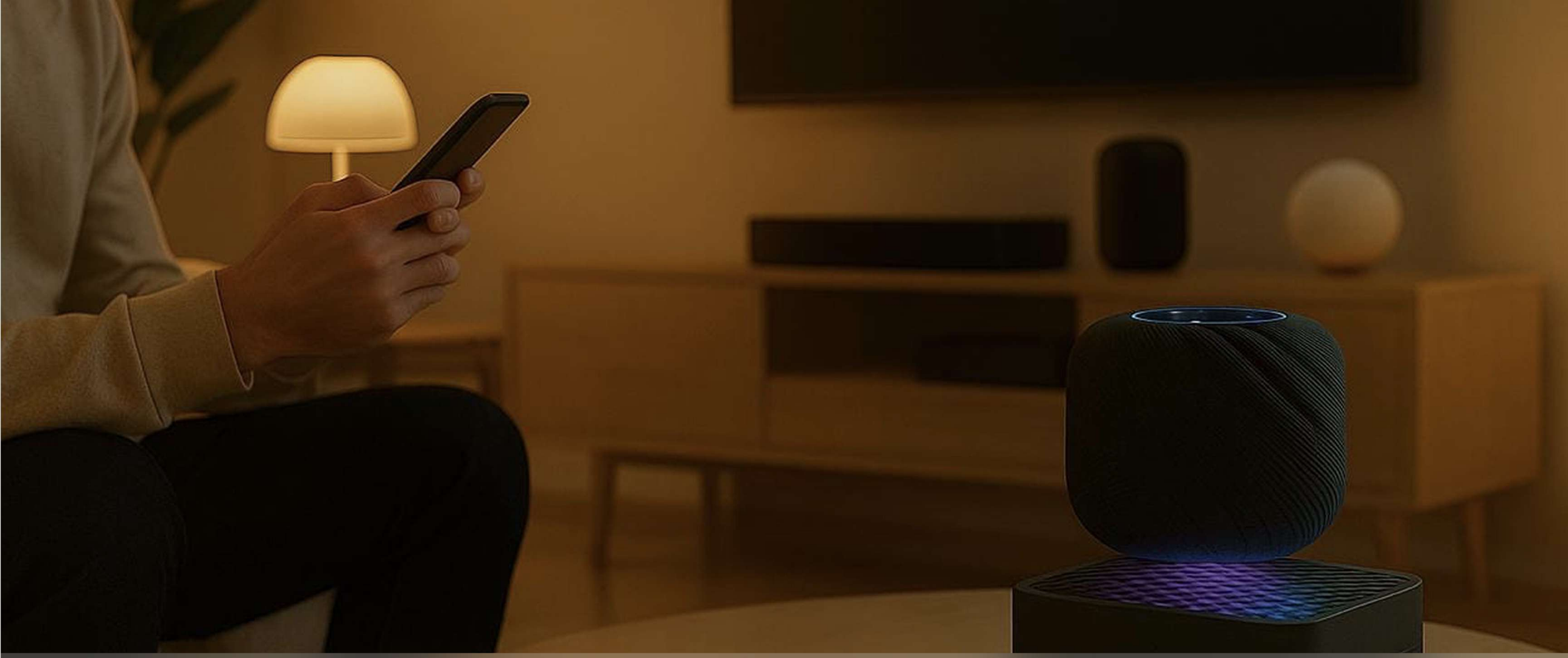
Embrace the Future in Your Smart Home.

Introduction

After years of using Google Home, Alexa, and Siri, I realized they all felt the same robotic, transactional, and emotionally distant. They were tools, not companions.

One night, half-asleep, I imagined something better: What if ChatGPT's emotional intelligence powered a smart assistant?Not just commands but connection.

That's how Ziggy was born an assistant with personality, empathy, and a calming design. Not just smarter. Kinder.



“People will forget what you said, people will forget what you did, but people will never forget how you made them feel.”

— Maya Angelou

What did I do in this project? ↘

I ensured the entire project remained emotionally driven and user-focused. Each phase from research to 3D modeling was built around calm technology, empathy-driven UX, and real user needs.

2 weeks

Research

Conducted market research and 1-on-1 interviews to understand emotional gaps in current assistants and how users perceive voice tone and connection.

1 week

Wireframes

Sketched Ziggy's intelligent dashboard, onboarding flows, and personalization pages to define structure and flow.

2 weeks

Visual Design

Developed a calm, emotionally intelligent interface combining soft gradients, clear typography, and voice-persona settings.

2 weeks

3D Modeling

Designed Ziggy's physical device model (inspired by natural, ambient shapes). Rendered product states like listening, idle, and sleep.

1 week

Usability Testing

Ran testing with users aged 13–60, testing visual personalization, onboarding, voice tones, and dashboard interactions. Collected emotional feedback and refined based on responses.

Problem Discovery ↘

As smart home technology has advanced, digital assistants like Alexa, Google Assistant, and Siri have become central to our daily lives — controlling lights, playing music, setting reminders, and more. However, despite their growing capabilities, these assistants often feel robotic, impersonal, and emotionally shallow.

😑

1. Lack of Emotional Intelligence

Most assistants operate on predefined command structures with limited contextual understanding.

They can respond, but they don't truly connect. Users often describe interactions as cold, transactional, or scripted, which fails to establish trust or comfort especially in home environments where emotional safety matters.

😕

2. No Mood Awareness or Personal Adaptation

These assistants don't adapt to how the user feels. Whether someone is stressed, tired, or needs encouragement, the assistant responds the same way — with flat tone and templated replies. This limits their ability to act as companions or supporters, especially for users seeking a more mindful tech experience.

🤯

3. Interface Overload or Sterility

Most smart home dashboards are either:

- Overwhelming with too many controls
- Or under-designed with lifeless UI that doesn't feel warm or human This makes them less approachable for
- Older users
- Children
- People who are not tech-savvy

😵

4. Fragmented Ecosystem and Rigid Control Flow

Users must switch between apps, tabs, and menus to manage rooms, devices, music, and routines.

The assistant is isolated from the visual interface — it speaks, but it doesn't visually connect or reinforce understanding.

Summary ↘

Smart assistants today are functional, but emotionally disconnected.

They lack warmth, adaptability, and visual harmony — making it hard for users to feel that their assistant truly understands them.

Opportunity ↘

Design a voice assistant that goes beyond commands
to become an emotionally intelligent, calm, and human-like presence in the user's environment.

This insight led to the creation of Ziggy a new kind of assistant that listens like a friend, adapts like a therapist, and blends into your home with elegance and empathy.

Research Phase ↘

Understanding user behavior, emotional needs, and the gaps in current voice assistant experiences.

Research Goals

- Understand user frustrations with current assistants
- Identify emotional gaps in voice interactions
- Explore opportunities for multi-generational accessibility

Methodologies

- 10 user interviews across age groups (13–65)
- 2 online surveys (45 responses)
- Diary studies (5 users, 3 days of usage logging)
- Contextual inquiry with Alexa, Siri, and Google Home users

Key Questions

- What do you use voice assistants for?
- What makes them feel robotic or human?
- What would improve emotional connection?

Insights Extracted

- “I want my assistant to feel like a companion, not a robot.”
- Emotional tone matters more than speed for seniors and teens
- Visual feedback + ambient lighting increases trust
- Teens prefer playful tone, adults seek calm control, and elders need clarity

“Intelligence isn’t just about answers or commands. It’s about how your assistant fits into your life how it listens, adapts, and supports the way you feel, live, and grow every day.”

— Munavar Irfan

Research Outcomes ↘

My research uncovered key insights that guided me in crafting a calm, emotionally intelligent smart assistant tailored for real users.

Research Goals

I targeted individuals who work remotely or travel often, especially those with children or elderly family members. They seek a smarter, emotionally responsive assistant to support their daily routines.
Remote control, mood-based interaction, and learning integration are key priorities for them.

Key Insights from User interview

86%

of users said they wished their assistant felt more human and emotionally aware.

78%

believed a mood-personalized experience would make their assistant more useful daily.

91%

highlighted that the most-used features are lights, music, thermostats, and reminders — but they often felt disconnected across devices.

User Persona ↘

Understanding real users to design with empathy, not assumptions.

Goals
Have a fun, safe AI buddy to help with homework and daily learning

Behaviour
Easily distracted, loves interactive tech

Needs
Friendly tone, parental controls, engaging mini-lessons

Goals
Stay on top of studies, improve habits, and reduce digital distractions

Behaviour
Motivated, tech-savvy, uses voice a lot

Needs
Productivity reminders, learning streaks, study mode

Goals
Manage family routines, control home devices, find calm amidst chaos

Behaviour
Multitasker, time-poor, prefers visual UI + voice

Needs
Routine builder, calm assistant for kids, home control integration

Goals
Stay organized, feel less lonely, enjoy light interactions

Behaviour
Learns slowly, cautious about tech

Needs
Simple UI, clear voice feedback, large buttons, empathy

Emotional touchpoints ↘

Understanding real users to design with empathy, not assumptions.

Shahid
13 years, The Curious Explorer

Delight Moments
Fun voice replies, color glow, “Ziggy Fact of the Day”

Struggles
Parental boundaries

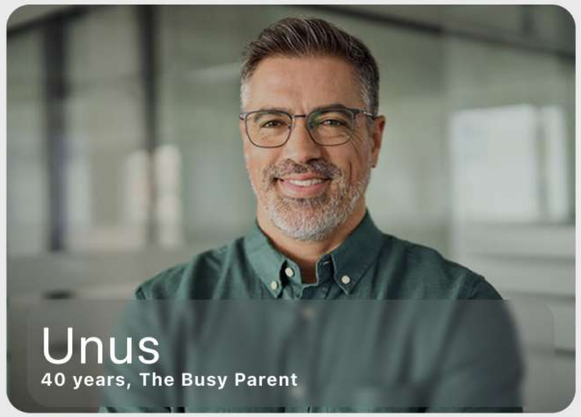
Design Impact
Added mini-lesson cards with voice rewards

Sameera
18 years, The Focused Learner

Delight Moments
Routine tracking, Ziggy’s motivation voice, quiet study mode

Struggles
Feature fatigue

Design Impact
Built study streaks + calm tone assistant



Unus
40 years, The Busy Parent

Delight Moments
Task handoff by voice, Ziggy assisting kids

Struggles
Juggling tasks visually

Design Impact
Created dashboard shortcuts + smart routines

Subokatara
60 years, The Digital Late Bloomer

Delight Moments
Gentle reminders, music, bedtime stories

Struggles
Understanding complex UI

Design Impact
Designed large UI, slow speech mode

Design Strategy ↘

My goal was to create a smart assistant that doesn't just respond it resonates. The design strategy behind Ziggy blends emotional intelligence, multi-generational accessibility, and a calm visual experience. Every decision was grounded in real user struggles, delight moments, and the desire to build trust through tone, not just tasks.

Core Design Principles ↘

Emotionally Aware
Ziggy adapts its voice, tone, and behavior based on the user's mood and needs creating companionship, not just convenience.

Calm Technology
Every interaction is designed to reduce cognitive overload: soft gradients, slow transitions, non-intrusive animations.

Inclusive by Design
Interfaces are designed for teens, adults, and seniors with scalable text, simple navigation, and low-friction onboarding.

Conversational UX
Natural, flowing responses powered by AI not command-based speech. Voice feels like a gentle human, not a robot.

Modular & Personalized
Users can customize rooms, devices, tone of voice, and mood settings — Ziggy adapts instead of enforcing defaults.

Experience Architecture↘

Onboarding
Tone selection, mood setup, preferred interaction style (touch or voice-first).

Dashboard
Ambient chat panel, active room modules, device cards, and music integration all calm and unified

Voice Layer
Every screen is accessible via voice with personalized emotional tone (e.g., Friendly, Balanced, Serious).

Task Layer
Learning streaks, daily routines, and smart reminders layered gently to support life, not interrupt it.

Design by Persona Strategy ↘

Shahid (13)
Safe, fun, interactive cards with friendly tone and parental controls.

Sameera (18)
Study mode, streak tracking, and calming encouragement.

Unus (40)
Routine builder, dashboard shortcuts, voice control for kids.

Subokatara (60)
Simple layouts, slow voice response, and big tap targets.

Visual & Motion Language ↘

Soft, ambient gradients based on mood (lavender for calm, teal for focus, peach for energy)

Round corners, minimal shadows, and calm transitions

Subtle animations for Ziggy "listening," "responding," and "thinking" states

Feedback loops (glow, pulse, soft vibration) to replace robotic pings and alerts

Final Thought ↘

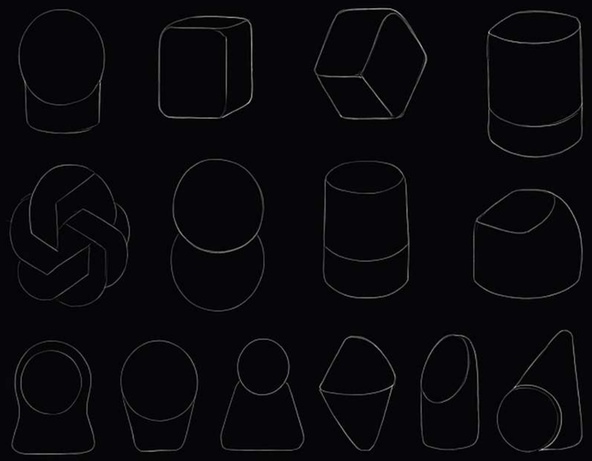
My strategy was clear: *Design not just for use, but for comfort.*

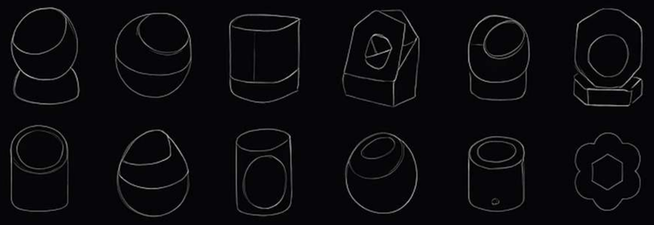
Ziggy doesn't just assist it adapts, listens, and becomes part of your emotional rhythm.

This is what makes it more than a product — it becomes a presence in your home.

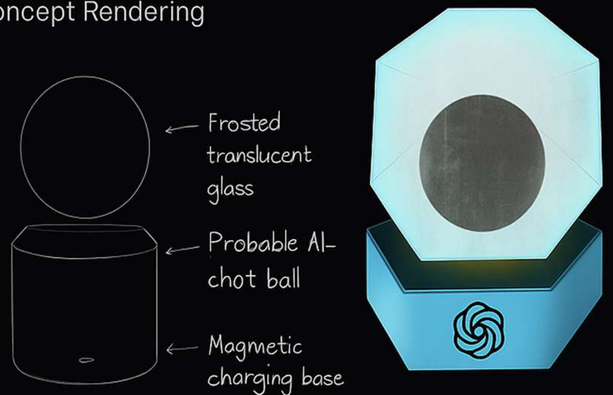
Visual Design ↘

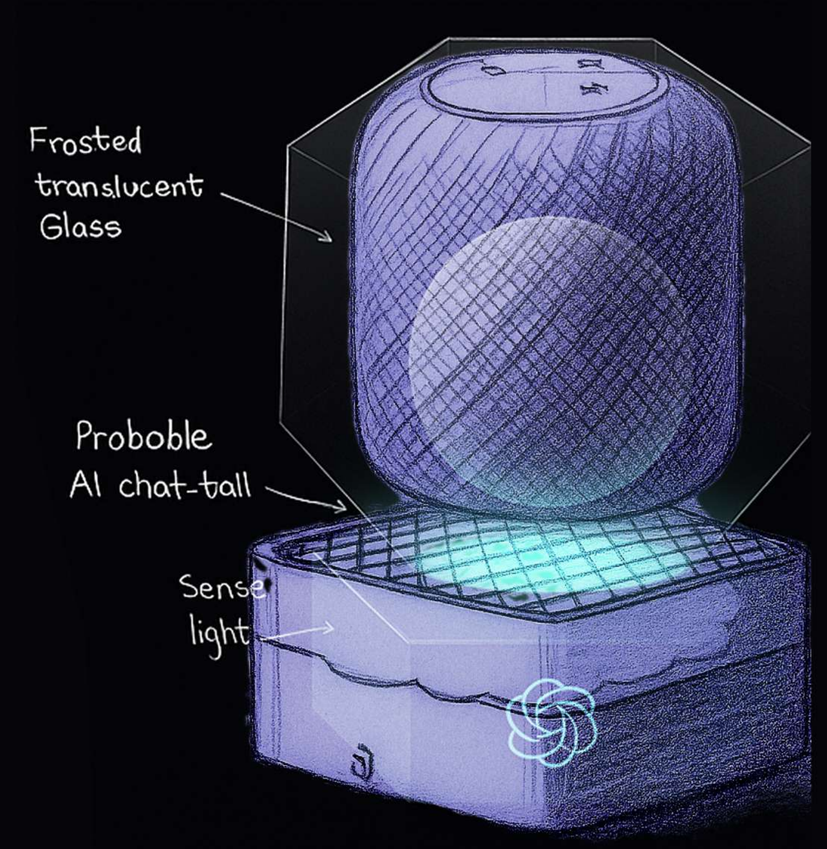
Crafting an emotionally resonant interface through calm visuals, subtle motion, and personality-driven design.





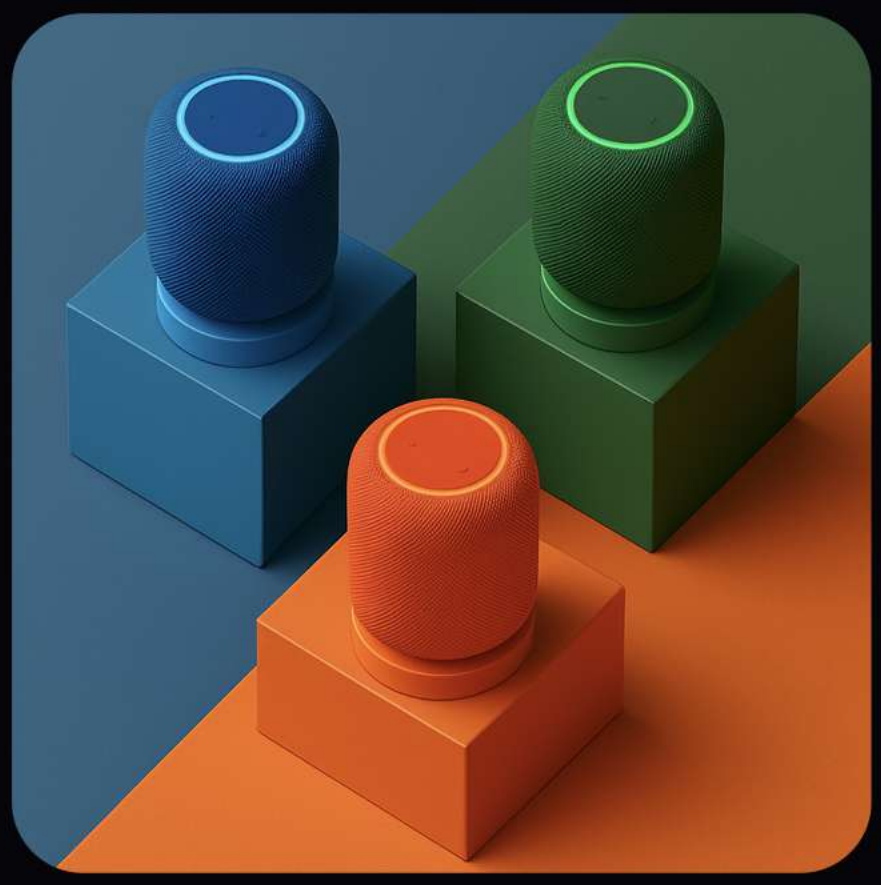
Concept Rendering



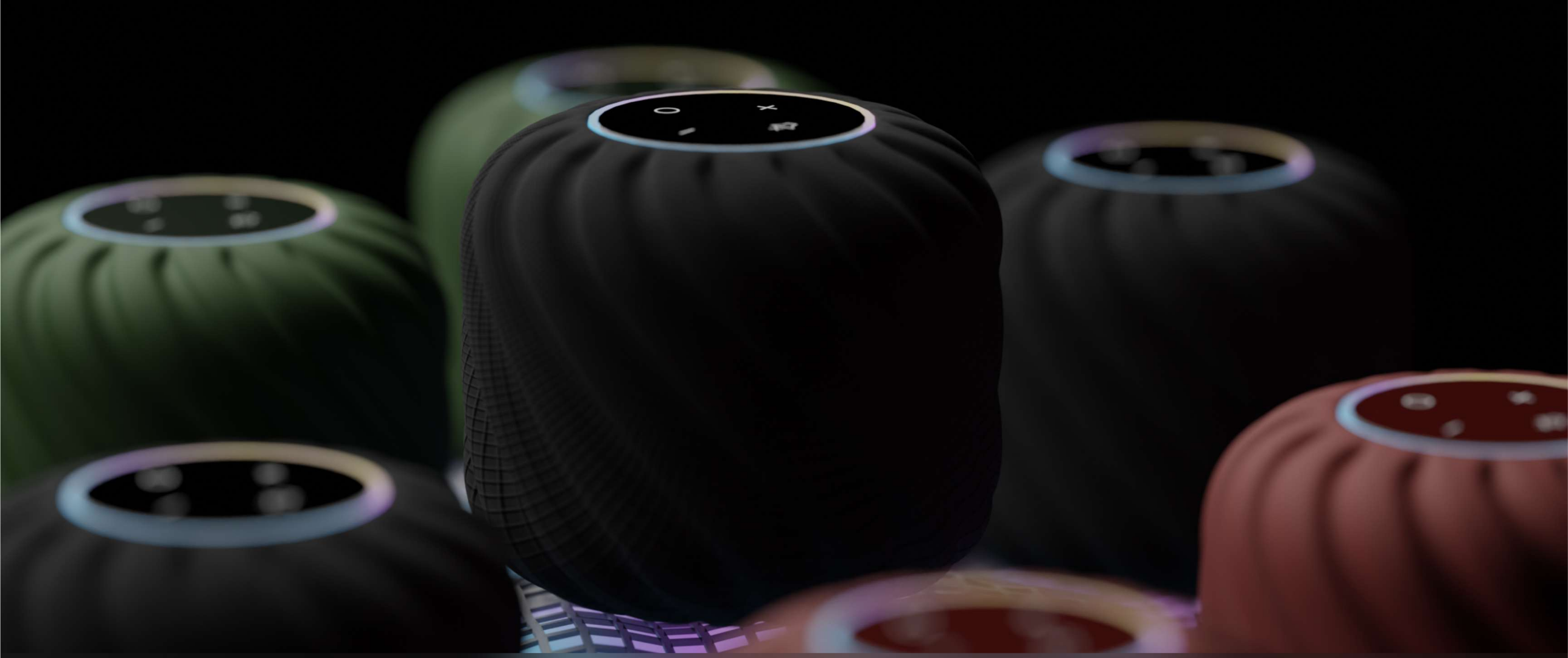


3D Renders ↘

Bringing the assistant to life through tactile, emotionally-aware forms that merge technology with modern home aesthetics.



Ziggy wasn't just designed to function it was designed to feel.
From emotional intelligence to modular interactions, every detail reflects a desire to make technology more human. This project blends UX precision with visual poetry, proving that good design doesn't just solve problems it builds trust, sparks joy, and quietly becomes part of your life.



“Intelligence isn’t just about answers or commands. It’s about how your assistant fits into your life how it listens, adapts, and supports the way you feel, live, and grow every day.”

— Munavar Irfan

Competitive Analysis ↘

To design Ziggy, I studied the core players in the market — Alexa (Amazon), Google Assistant, Apple Siri, and Samsung Bixby — evaluating how they function across emotion, usability, accessibility, and companionship.

Feature	Alexa	Google	Siri	Bixbi	Ziggy
Voice Tone Personalization	❌	❌	❌	❌	✅
Mood-Adaptive Interface	❌	❌	❌	❌	✅
Emotional Intelligence	❌	❌	❌	❌	✅
Learning + Micro-tasking	❌	❌	❌	❌	✅
Multi-generational Usability	❌	❌	❌	❌	✅
Visual UI Integration	❌	❌	❌	❌	✅
3D/Physical Identity	✅	✅	❌	✅	✅

Key Takeaways ↘

- All competitors focus on task-completion, not emotional connection.
- None offer visual + voice integration in a calming, mood-aware way.
- Ziggy is positioned as a companion, not just a controller.

SWOT Analysis ↘

Understanding where Ziggy thrives, where it must evolve, and how it creates space in an emotionally disconnected market.

Strengths

🌟 Emotionally intelligent core (ChatGPT)

🧠 Adaptive tone + personality

🧘 Calm, inclusive visual language

🧩 Modular, personalized experience

Weekness

❗ New product in a mature market

❗ May require onboarding learning curve

❗ Less developer ecosystem (early stage)

❗ May feel “too soft” for power users

Opportunities

🌍 Growing demand for calm tech

👵 Aging population + tech onboarding

👶 Child/family-friendly UX demand

🧘 Mental wellness integration

Threats

🏢 Dominance of Amazon/Google in homes

❗ User skepticism of AI voice empathy

❗ Feature comparison scrutiny

⚙️ Hardware compatibility expectations

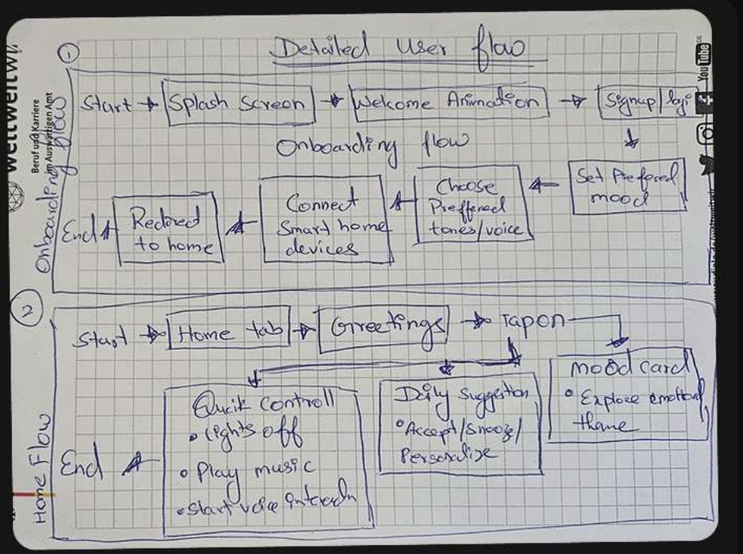
Feature Prioritization ↘

Focusing on what matters most building emotional connection before expansion.

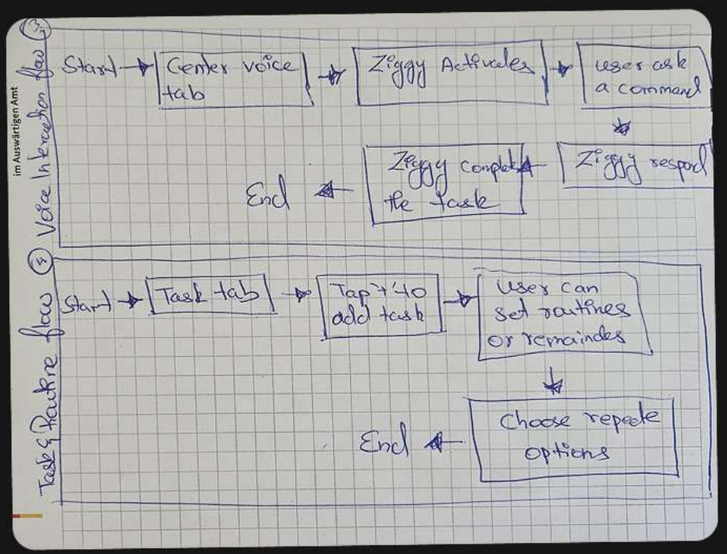
Feature	Priority	Reason
Voice tone selector	High	Emotional core of product
Room + device modularity	High	Required for personalization
Music integration	Medium	Delight, not core utility
Mood-adaptive dashboard	Medium	Innovation layer
Smart routines/streaks	Low	Add-on motivation

User Flow Exploration ↘

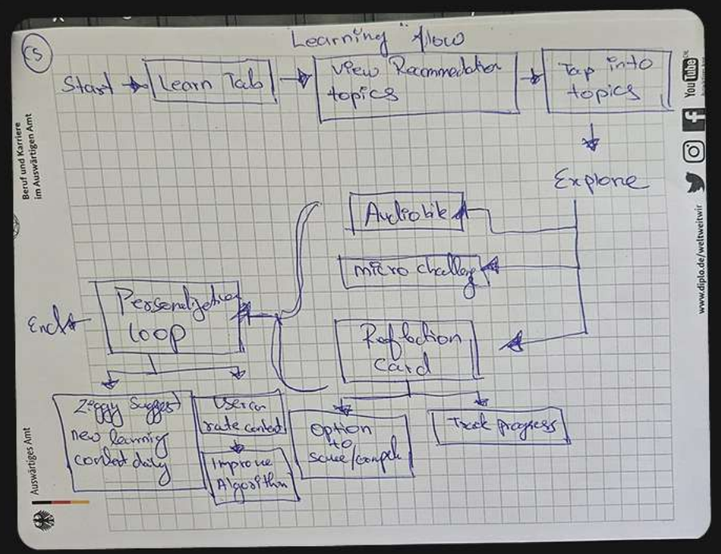
Mapping how users interact with Ziggy,
from first tap to daily companionship.



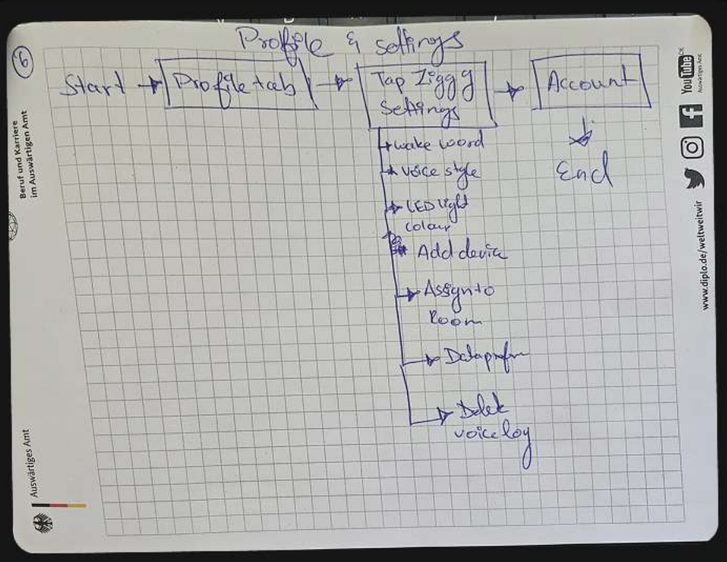
Onboarding & Home flow



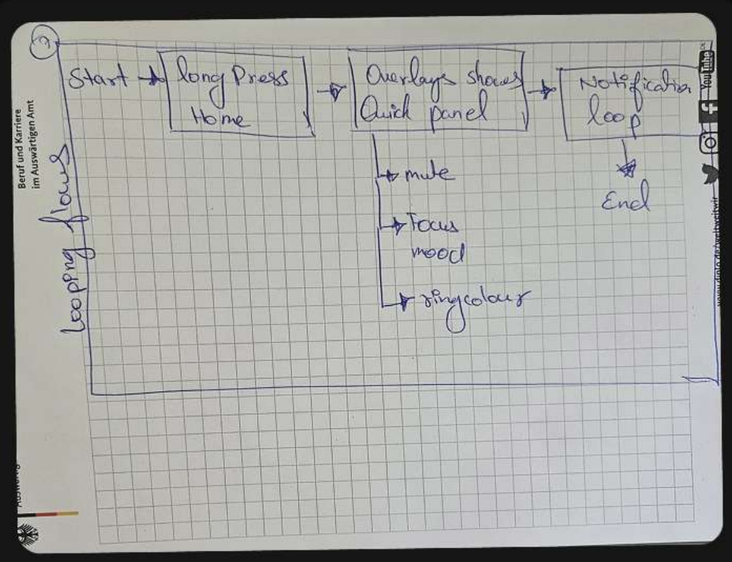
Voice Interaction & Task flow



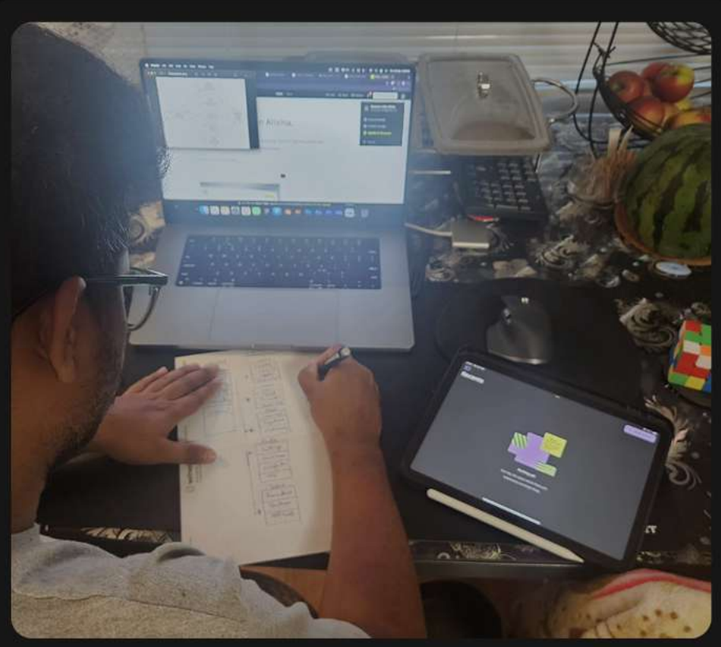
Learning flow



Profile & Settings flow

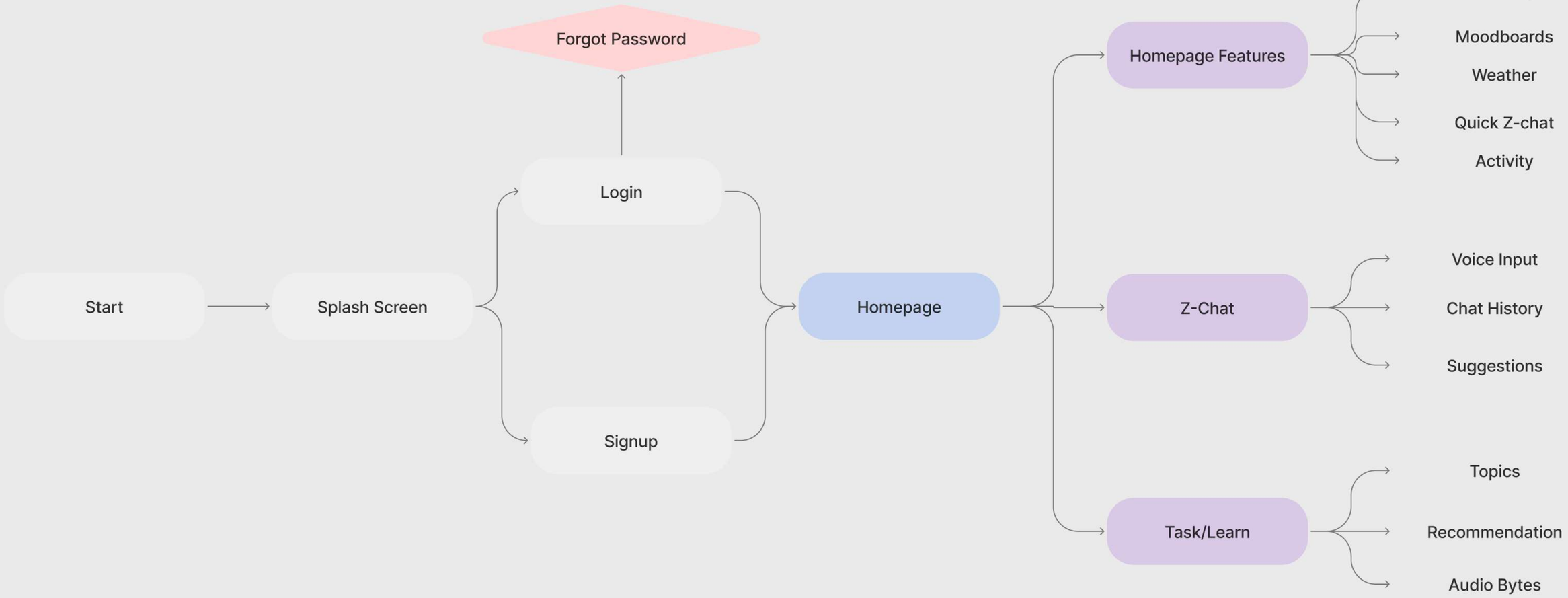


Looping flow



Information Architecture ↘

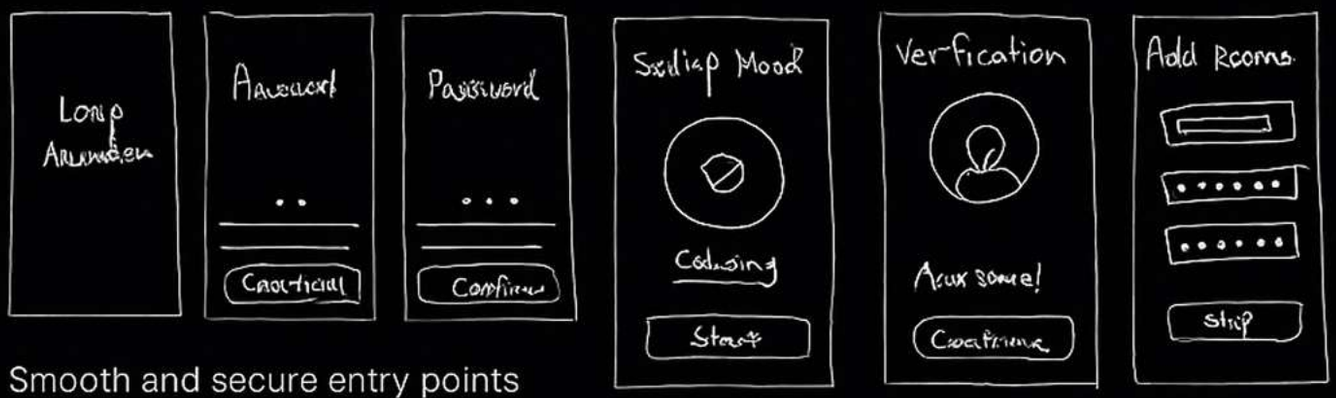
First-time onboarding to voice interaction



Meet Wireframes ↘

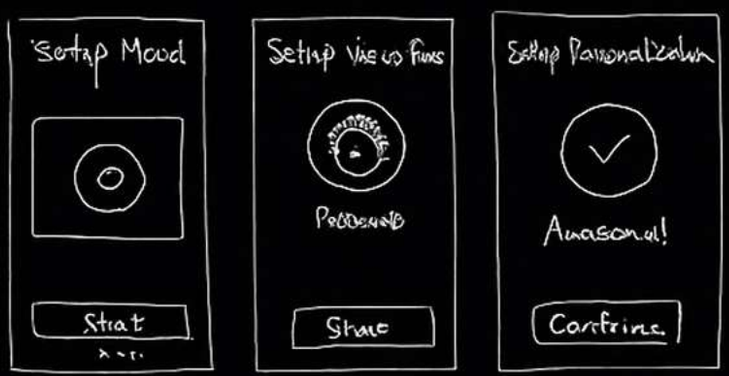
Translating structure into screens laying the foundation for a calm, intuitive smart assistant experience.

1. Onboarding & Account Setup

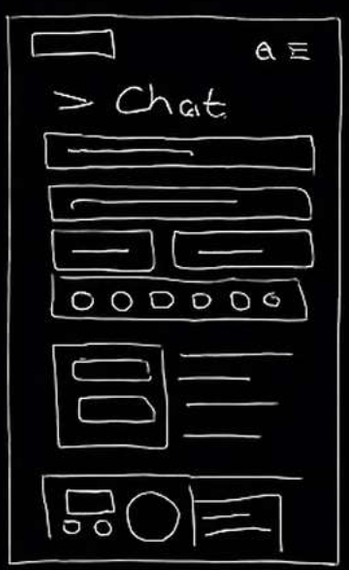


Smooth and secure entry points to build trust from the first tap.

2. Personalization & Setup

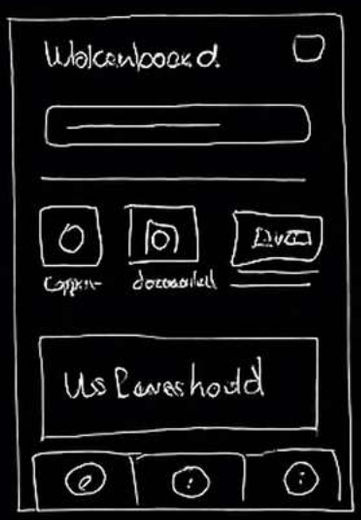


Tailoring Ziggy's personality and environment to user preferences.



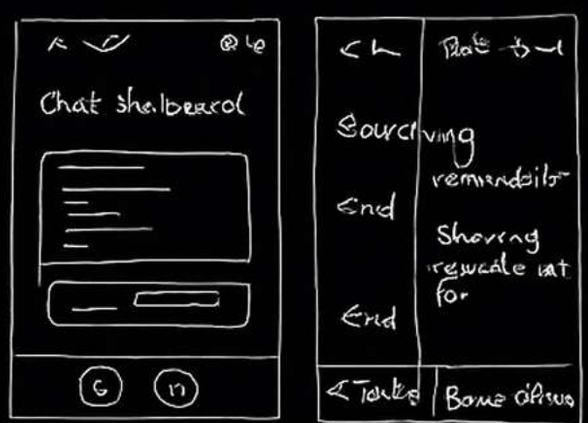
All-in-one control center – chat, roatines, music, and devices in a uniried view,

3. Home Dashboard Layout



All–In-one control center – chat, routines, music, and devices in a unified view

4. Voice Interaction & Learning Screens



Designing intelligent micro-moments – where Ziggy feels like a co-mpanion, not a bot.

Style Guide ↘

Establishing a cohesive visual identity through color, typography, icons, and motion that reflects Ziggy's calm, emotionally intelligent personality.

Typography

SF Pro Font Family

Light / Regular / Medium / Semibold / bold

Chosen for its clarity, neutrality, and modern elegance SF Pro ensures Ziggy's voice feels human, calm, and universally readable across all interfaces.

Brand Colour

Monochromatic colour pallets

Chosen to evoke calm, clarity, and emotional warmth — this palette blends twilight tones with subtle contrast, making Ziggy feel like a gentle, trustworthy presence in the home.

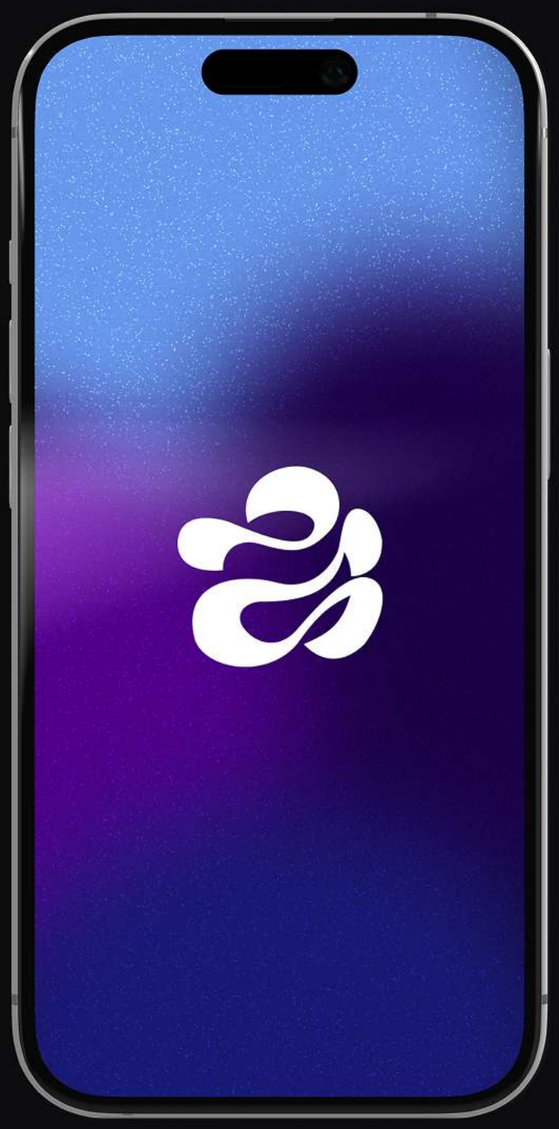
#1B003F	#4B0082	#191970	#E6E6FA	#6495ED
Night Indigo	Twilight Purple	Midnight Blue	Lavender Haze	Dusky Blue

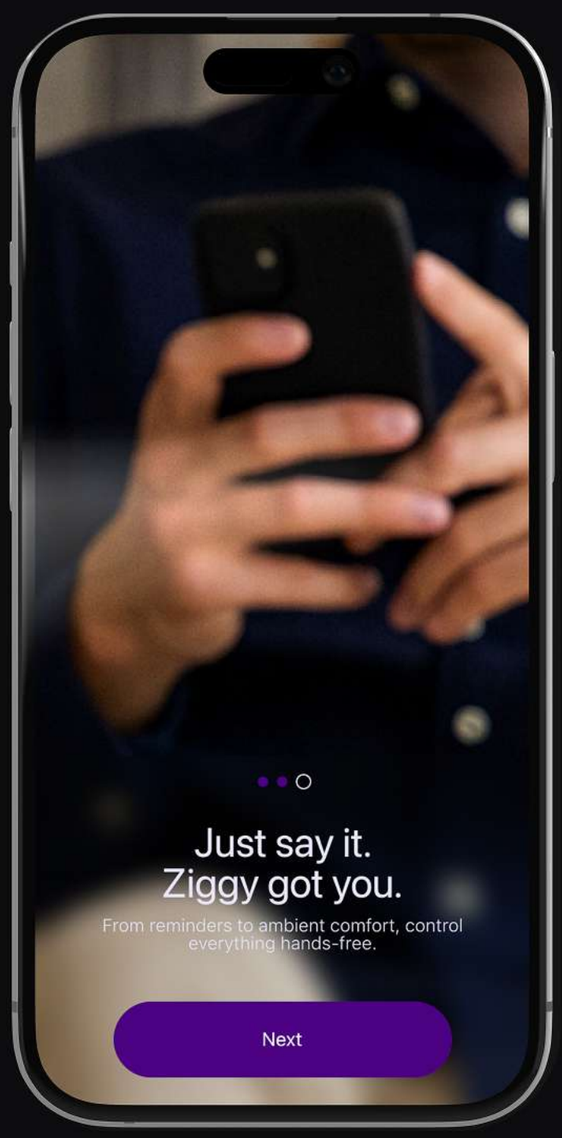
Icons

Minimal yet expressive the icons are designed to be universally recognizable, emotionally soft, and seamlessly aligned with Ziggy's calm, human-centered experience.

Onboarding ↘

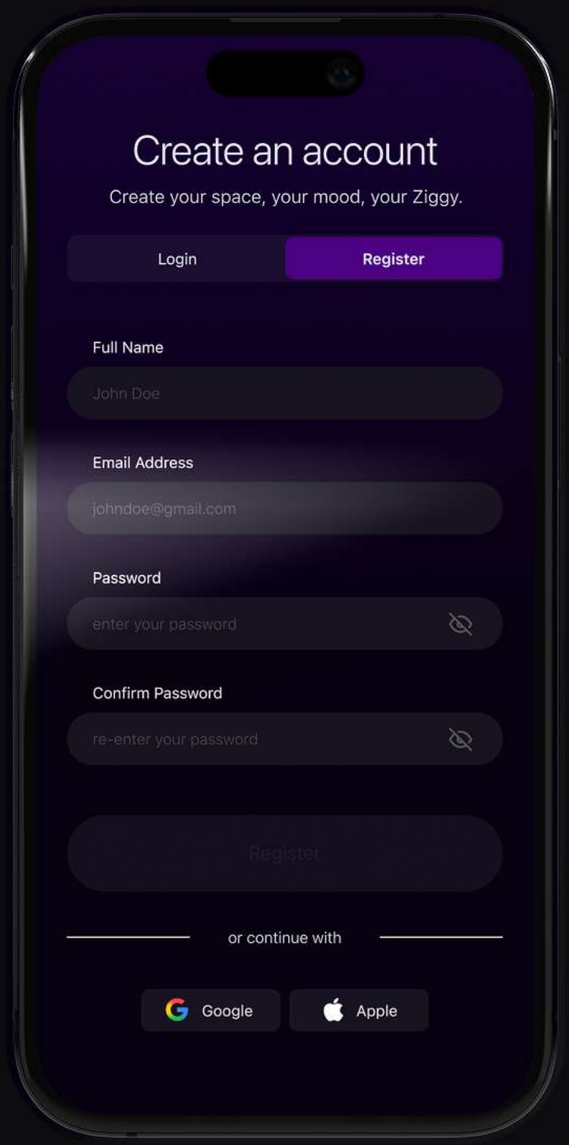
A warm, intuitive welcome that sets the tone for trust, ease, and emotional connection from the very first tap.

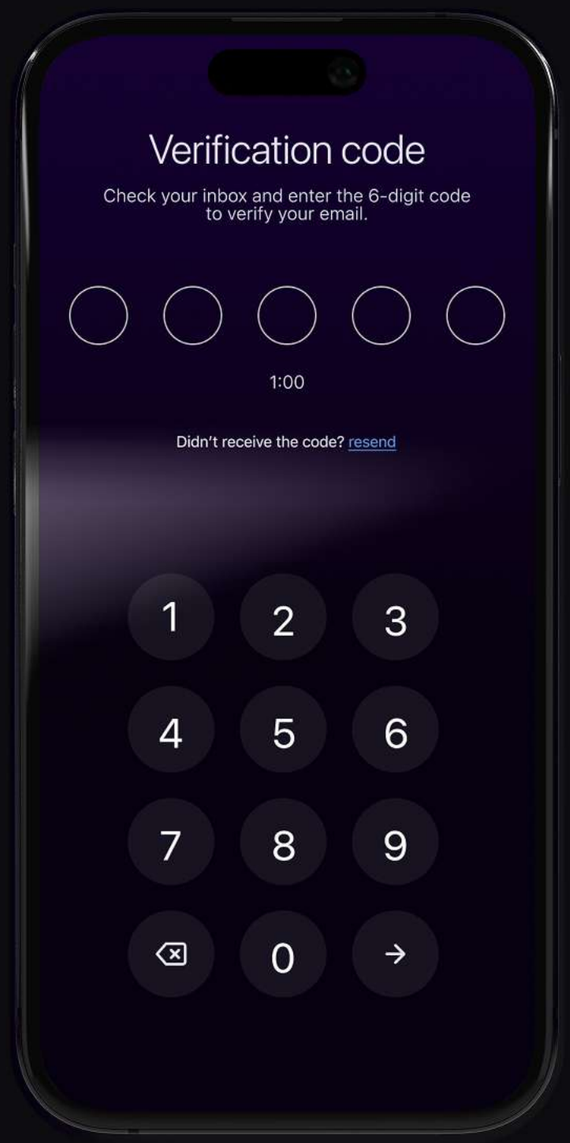


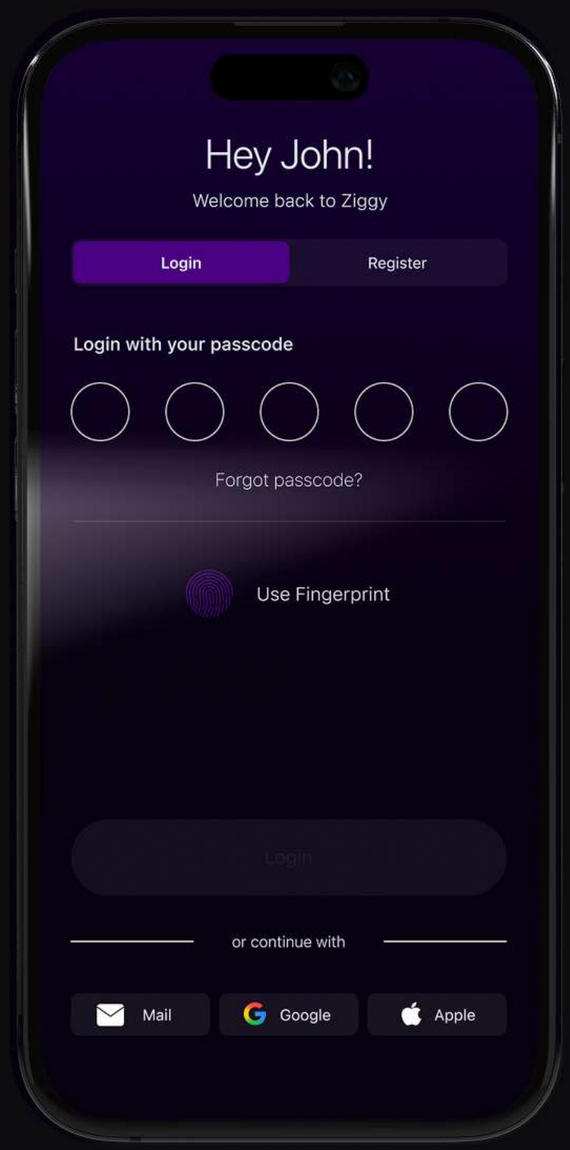


Sign up flow ↘

Seamless and secure crafted to welcome users effortlessly while building trust from the start.

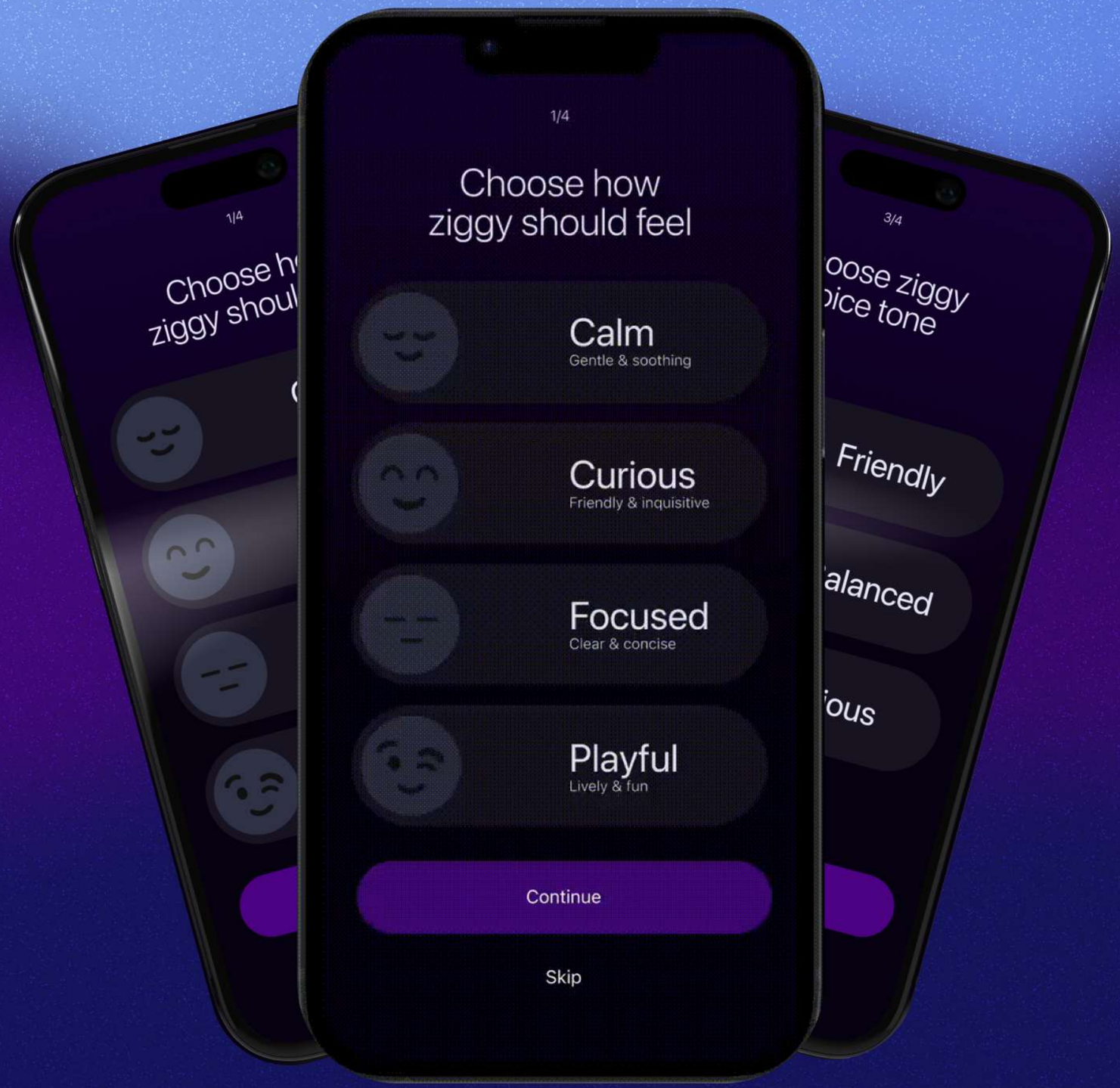






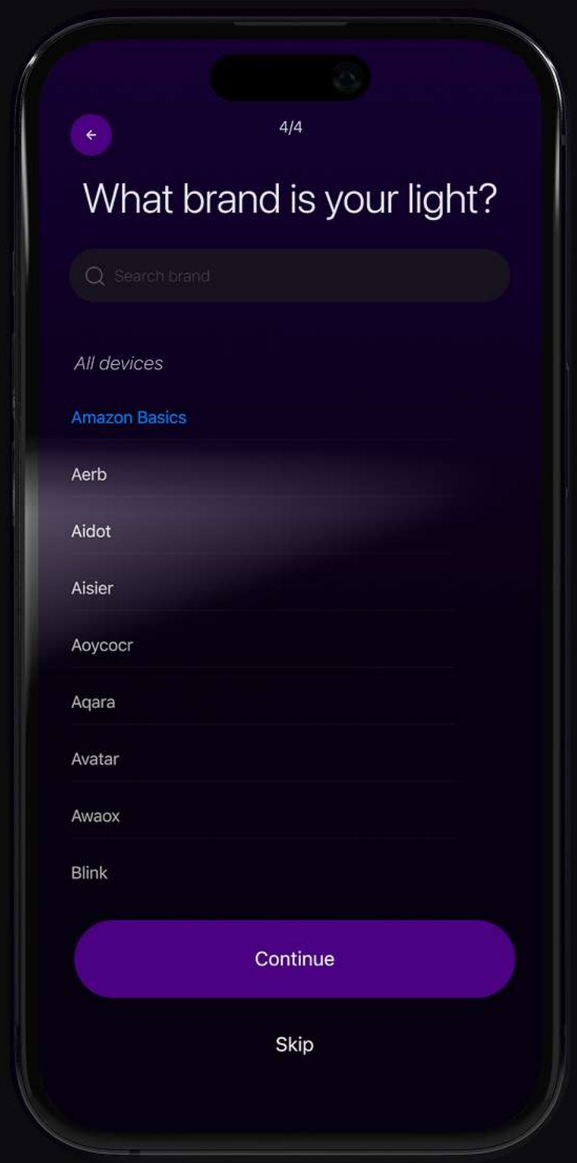
Ziggy Setup ↘

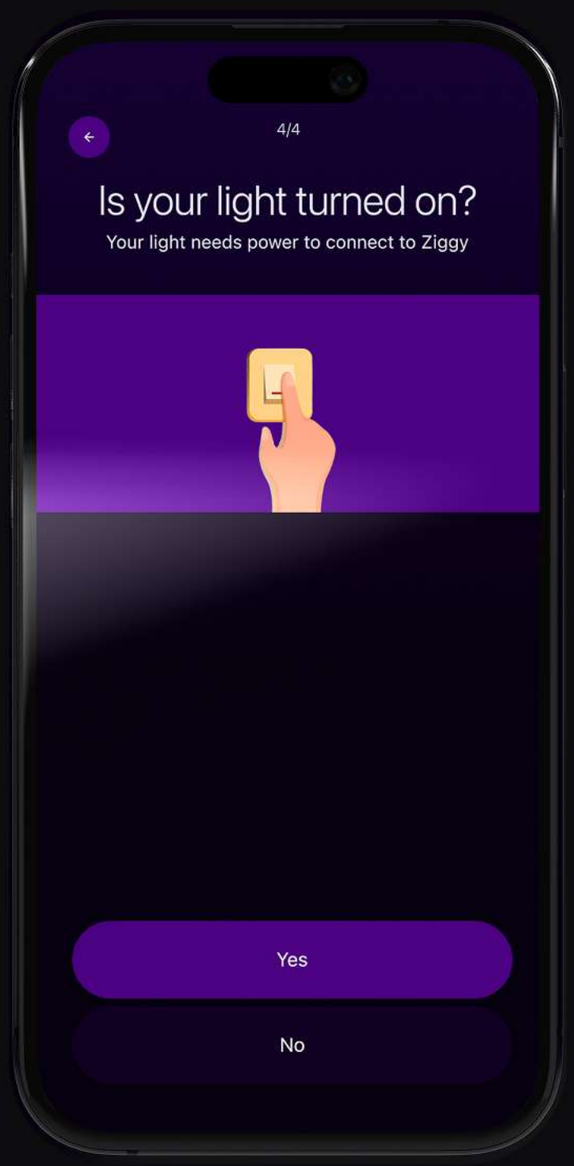
Guiding users step-by-step to personalize Ziggy into a calm, connected, and intelligent companion right from day one.



Adding Device ↘

Effortless integration connecting your smart devices in seconds to make Ziggy truly yours.





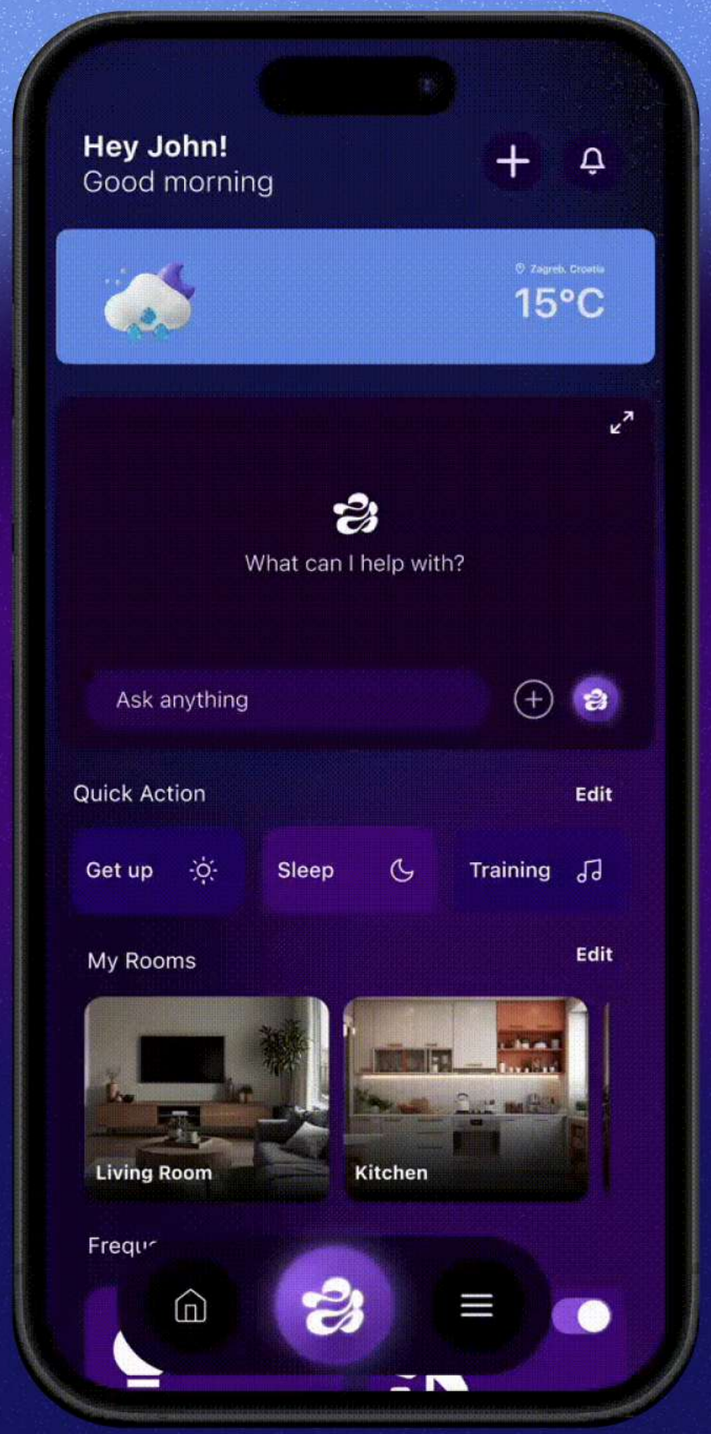
Ziggy Dashboard ↘

A personalized command center — blending conversation, control, and calm into one intuitive home hub.

Linking device

Connecting

52%



Ziggy Chat ↘

More than commands — a natural, emotionally aware conversation that feels human, not robotic.

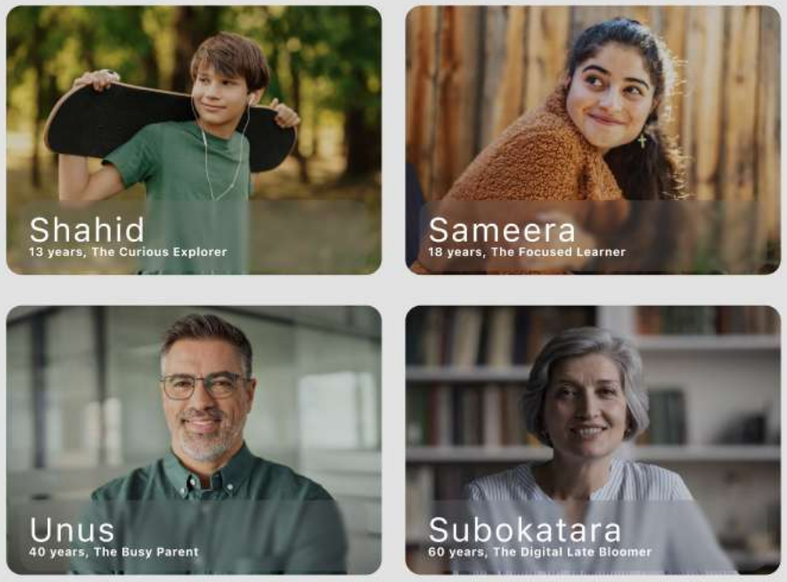
Usability Testing ↘

Validating Ziggy's emotional design through real users refining interactions, revealing friction points, and shaping a calmer, more intuitive experience.

🎯 Goals

- Validate the intuitiveness of Ziggy's onboarding, setup, and dashboard flows
- Assess the emotional tone and clarity of Ziggy's conversational UI
- Identify friction points for different age groups when adding devices or customizing settings
- Observe how users perceive Ziggy as an assistant tool or companion?

👥 Participants



🧭 Scenarios Tested

- Creating an account and setting a passcode
- Ziggy onboarding flow (tone, mood, personalization setup)
- Adding rooms and devices
- Using the voice assistant to control a light or music
- Navigating the dashboard and accessing Ziggy Chat

Key Insights

- Voice tone customization felt fun and made Ziggy feel "human"
- Older adults struggled slightly during the initial setup phase
- Chat experience was positively received, but some minor delays affected flow
- Teens loved the mood-responsive dashboard, especially during study mode

🔍 Key Observations & Pain Points

Scenario	Feedback	Users Affected
Passcode setup felt redundant	Expected biometric login instead	18 & 40-year-olds
Mood setup UI was liked but unclear	Unsure if it affected assistant behavior	13, 60
“Wake Ziggy” button unclear	Mistaken for power toggle	60
Device integration smooth	Needed brand icons/logos for clarity	13, 18
Dashboard felt intuitive	Some missed the “Add Device” button placement	40, 60

💡 Insights & Improvements

- Clarity over cleverness: Icons were visually elegant but lacked functional clarity → added helper tooltips
- Voice tone previews: Users wanted to hear samples before selecting → added tone preview on hover/tap
- Gamified onboarding: Teens loved personalization; considered adding rewards or badges for setup completion
- Iterated Dashboard UI: Moved “Add Device” and “Wake Ziggy” into a persistent bottom sheet for clarity
- Senior UX: Increased contrast and simplified interactions for older users

📌 Takeaways

- Usability varied most across age groups, not tech experience
- Personalization and voice tone had high emotional impact
- Older users need simplicity; younger users seek playfulness and visual cues
- The assistant’s emotional perception is just as important as functional accuracy

Final Summary ↘

Ziggy wasn't built to just respond it was crafted to resonate. This case study reflects the journey of designing an emotionally intelligent assistant that blends calm technology, inclusive design, and meaningful interactions into everyday life.

What This Project Demonstrates

- End-to-End Product Thinking: From research and strategy to interface design, 3D form, and usability testing.
- Emotional UX Leadership: Addressed tone, visual comfort, and human connection — not just functionality.
- Iterative Improvement: Every feature, from onboarding to chat, was tested, improved, and validated with real users.
- Inclusive, Accessible Design: Multigenerational insights shaped every interaction — from voice tones to dashboard clarity.
- Cross-Disciplinary Strength: Bridged UX, UI, branding, and 3D product visualization in one unified narrative.

Key Takeaways

- Designing Ziggy taught me that the future of interaction isn't just smart — it's emotionally aware.
- This project challenged me to think beyond the screen, combining UX design, technology, motion, and 3D form into a single cohesive system. I explored not only how Ziggy looks and functions, but how it feels — in tone, voice, and behavior.
- Testing with users across generations showed me the importance of inclusive design: what delights teens may confuse seniors, and what feels calm to one user may feel slow to another. That taught me to design with flexibility, not just precision.
- From accessible navigation to emotionally tuned voice tones, Ziggy became a lesson in designing for emotion, not just utility.
- It reminded me that good design builds trust — not only by solving problems, but by making users feel understood.

Thanks for braving the

scroll-a-coaster ride