

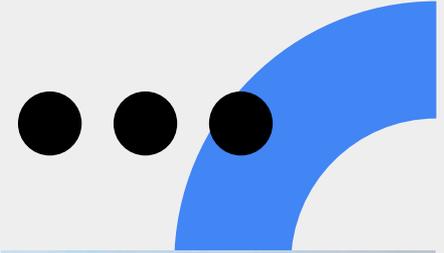


# Digital Companions:

How AI can Alleviate  
Loneliness in Youths



# Electric Boogaloo



**Savannah Dalgado**



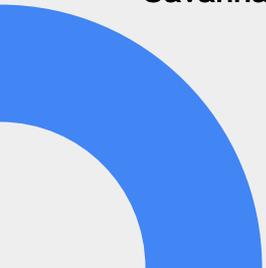
**Malcolm Darko**



**Jakob Visic**



**Natalia Parraga**



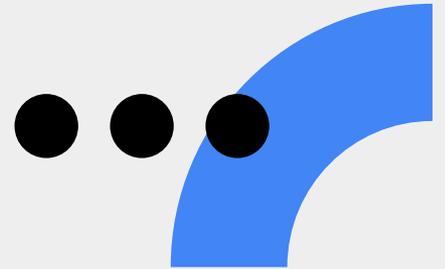
”

“More than 1 in 10 people aged  
15 and older said that they  
always or often felt lonely”

-2021 Canadian Social Survey



**Understanding Loneliness: a  
situational and internal issue  
for the youth.**



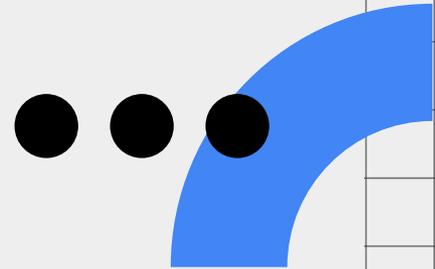
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“According to an August 2016 report by Grand View Research, the Intelligent Virtual Assistant market will be worth over \$12bn globally by 2024”

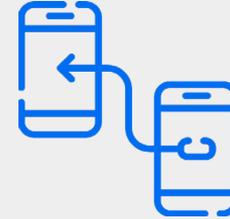
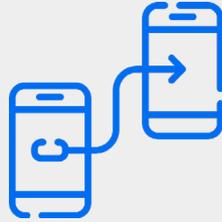
-WGSN 2023.



**How might we help young  
adults combat loneliness  
using AI companions?**



# Research and Development



Research

Focus Groups

Competitor Analysis

Questionnaire



Prototype

Wireframe

Personas



User Test

Online Presentation

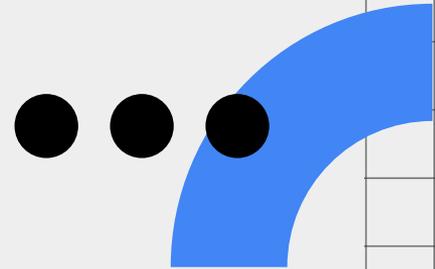
Test Circle



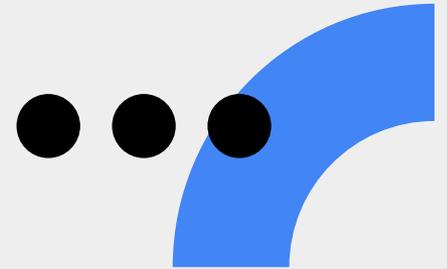
Final Solution

High Fidelity Prototype

**2 focus groups were  
conducted using a  
competitor's established  
chatbot model.**



# The Role of AI





Replika

Need someone  
to talk to?



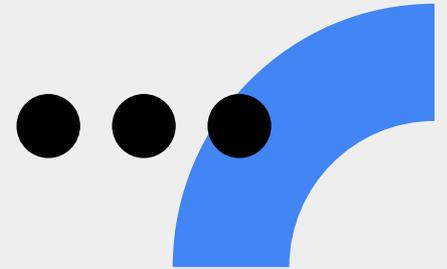
Microsoft

微软二代小冰

“在亿万万人之中，我只属于你”

A growing competitive landscape  
has been established.

# Our Solution

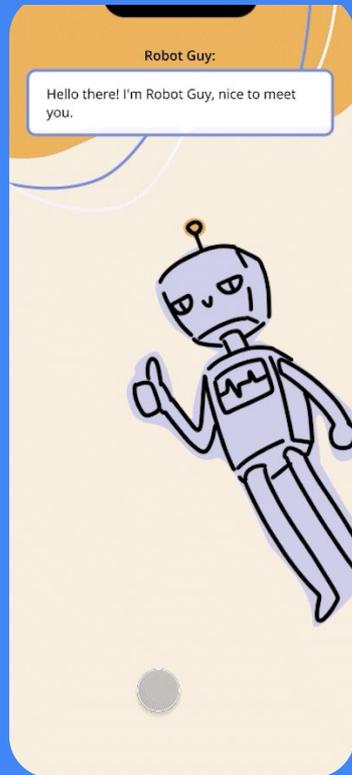




# Tomo

Your pocket -sized companion and cheerleader, helping you make the strides you desire in your social life.

A large blue circle on the right side of the slide contains the word "tomo" in a white, rounded, lowercase font with a blue outline. The letter 't' is taller than the other letters, and the 'o's are rounded and connected to the 'm'.



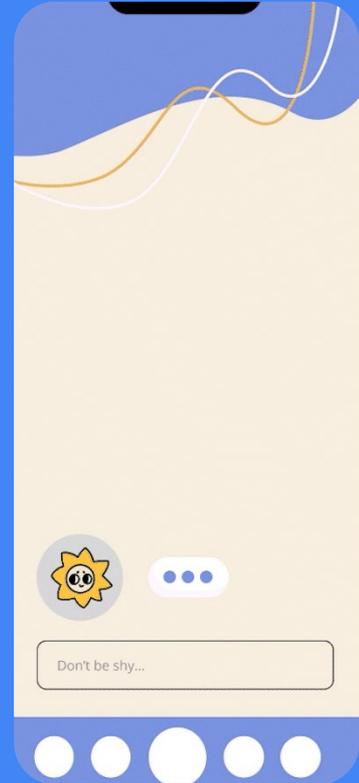
# Sets Goals

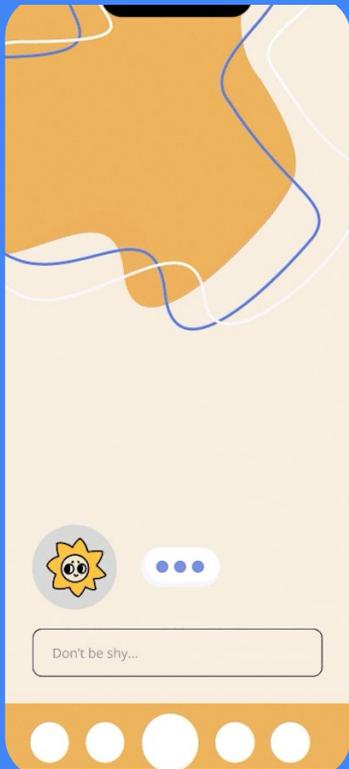
Encourages users to go out and make meaningful connections with humans.



# Coaches

Tomo gives general guidance that supports the user and helps them feel connected.





# Listens

Using AI to vent is helpful since the empathy built in does a good job of stimulating a listening friend.



# Personalized

Avoids the uncanny valley with a user-created companion.



”



“It doesn't make itself look like it's trying to force you to fix your problems, but rather it gently holds your hand and guides you... It's very nice.”

- Focus Group Participant



Our pocket -sized companion improves quality of life by providing support during moments of loneliness. Tomo helps people to feel more connected, supported, and empowered in their lives.

Thank you.

