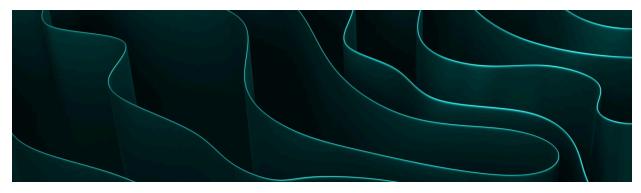# Tab 1

ASSIGNMENT #1: AI EXPLORATION

OBJECTIVE

Research websites or apps that use AI-powered chat interfaces. Conduct a UX audit of their UI components and map out the user flow for a virtual assistant. The goal is to understand how design supports usability, efficiency, and trust in AI interactions.

INSTRUCTIONS

- **Choose an AI Chat Interface**
  Select one or more websites or mobile apps that feature a chat-based AI assistant (e.g., Replika, Duolingo's chatbot, ChatGPT, customer support bots). Specify the platform and context of use.

- **Define the Use Case**
  Describe what the virtual assistant is designed to do (e.g., answer FAQs, provide mental health support, help with learning, make reservations). Outline the user needs it addresses.

- **Document the Interface**
  Take screenshots or notes to document key UI components, such as chat bubbles, response timing indicators, input fields, icons, suggestion chips, avatars, and onboarding screens.

- **Conduct a UI Audit**
  Evaluate visual design (e.g., layout, hierarchy, contrast), accessibility,

responsiveness, and overall clarity. Comment on consistency and whether the UI supports trust and ease of use.

- **Analyze User Flow**
  Map the full interaction flow from start to finish. Include initial greetings, user prompts, system responses, branching options, and exit points. Use a flowchart or diagram if possible.
- **Evaluate Feedback & Error Handling**
  Assess how the interface handles user confusion, mistakes, or unexpected input. Identify whether the assistant provides helpful feedback, fallback responses, or escalation options.
- **Consider Tone & Personality**
  Analyze how the AI's personality, tone of voice, and conversational style contribute to (or detract from) the user experience.
- **Identify UX Strengths & Weaknesses**
  Highlight at least three things the interface does well and three areas that need improvement. Back this up with examples from your audit and flow analysis.
- **Redesign Recommendation (Optional)**
  Propose changes to improve usability, engagement, or efficiency. This could include reworking the conversation structure, adding UI enhancements, or modifying the assistant's tone.

SUBMISSION

- You can use this template to complete your assignment, or you can submit a separate document
- Click on "<mark>Turn In</mark>" to submit your completed assignment

Points: 10–
Due Date: 27 August, 11:59 PM ET

Insert your response below:

Overview:
I began this assignment using ChatGPT to help me think through the assignment objectives and do some baseline research for AI assistants and best

practices for chatbots. This along with my own experience using AI assistants in my day to day life led me to choosing three for initial research: CVS Pharmacy, Sephora, and Lemonade Insurance. My initial research and notes live here within my class file: ▣ Figma

Choose an AI Chat Interface
I chose Lemonade Insurance, which has 3 AI assistants:

- **Maya (Onboarding / Signup)**:Maya guides users through the process of getting a quote. Instead of filling out a static form, you "chat" with the assistant about your home, pet, or rental.
- **Jim (Claims Filing)**: Jim helps users file insurance claims. It asks conversational questions, gathers the required info, and guides users through documentation upload.
- **Customer Support:** The customer support bot answers FAQs in real time (coverage, billing, policy details), reducing the need for human support unless escalation is required.

I chose to focus specifically on Jim. I use Jim on a regular basis to submit claims for my dog Oliver's vet visits, so I'm familiar with the AI assistant and I've always thought *"wow, this might be the best AI Assistant experience I've ever used!"* Additionally, Jim lives inside the Lemonade app and augments the core task of filing claims. No one likes filling out forms and filing claims, especially when those claims come with big emotions and trauma. Lemonade has changed the game by creating claims through a conversation and **humanizing the process using AI**.

Define the Use Case
Jim helps users quickly and seamlessly file insurance claims, reducing time and frustration while providing empathetic, human-like support in a traditionally complex process.

Document the Interface
▣ Figma My screenshots can be found here.

List of Key Components:
▣ **Figma**

- avatar

- chat bubble
  - edit action
  - user (colors) variant: ai jim, user
  - variant: response time indicator (....)
- Buttons
  - primary button (sticky to the bottom)
  - secondary buttons
    - claim selection
    - video/voice record
    - locations
    - choose file selection (3 paths: choose from file, send by email, scan it now)
  - tertiary cancel button
  - navigational back button
- signature widget
- modals (informational: prevention claims, send by email, cancel claim)
- filter & search (fullscreen flyout)
  - accordions
  - checkboxes
  - search bar
- date picker (native)

Conduct a UI Audit

Category	Criteria	Observations/Question	Strengths	Weaknesses	Recommendations
Visual Design	Layout	Chat interface uses a single column, bubble-style flow. The Input field is anchored at the bottom.	Clean, minimal layout keeps focus on conversation. Utilizes a common pattern that all users are familiar with.	No major issues.	No recommendation.
	Hierarchy	The hierarchy is clear and based on a common pattern of texting. The ui scrolls with the user as the convo goes on.	Chat bubbles & CTA buttons are visually distinct. Cancel and navigation back are visually distinct and in familiar places. Interaction used for quick reply chip buttons.	Quick reply button chips: the secondary line of text contrast could be a little hard to read at font size. The color usage and full width buttons also make it hard for a user to know these are actions/clickable.	Interaction is already used for helping a user know the quick reply chips are actionable but improvements to the visual style could help as well (make them look like actual chip buttons)
Accessibility	Text Size	Base text size is 14px	Text size can be changed based on mobile phone	No major issues	No recommendations.

			settings.		
	Color Contrast	White background with varying gray chat bubbles. The accent color is Lemonade pink.	Meets WCAG contrast for UI elements.	No major issues.	No recommendations.
	Screen Reader	The chatbot UI is be navigable by assistive tech	All content within the AI chat is plain text	No major issues	No recommendations.
Responsiveness	Adaption	Jim is only available only on the mobile app.	The mobile app follows the common patterns and utilizes native patterns	Only available on the mobile app - a little frustrating when making sure you have all documents available on your phone for the claim	Add a desktop version that allows users to submit claims on the lemonade website.
	Loading Indicators	Loading indicators are used to show that Jim is responding..	The chat bubble response indicator is clear and quick - used momentarily before response.	No major issues	No recommendations
Clarity	Language	Jim is super conversational, casual, and empathetic.	Input answers are converted into clear contextual language. Responses from Jim are human-like.	Possibly too conversational, friendly when the claim might be traumatic (ie use of words like "Bummer!")	Continue to shape the language via context of the claim
	Error Handling	Guided flows prevent the likelihood of errors	Proactive approach to error handling with very limited avenue for errors	Providing incorrect information, documents or photos is not flagged	Provide a review claim step before fully submitting for the user to make sure all the info provide is correct
Consistency & Trust	Branding	Lemonade pink usage throughout as pop color and the AI tone aligns with brand voice	Jim has a strong personality, & his conversational tone connects users to thinking "lemonade is helpful"	Upon first use could be questioned if Jim is AI or a human	A reminder that "I'm an AI bot" upon return use - only in onboarding.
	Transparency	Introduced as AI-powered assistant Jim.	Clear onboarding that Jim is AI.	No reminders upon additional use - users could forget.	Introduce as AI assistant each time or have some small caption about it.

Analyze User Flow

Here is the link for my user flow:

https://whimsical.com/lemonade-s-ai-jim-user-flow-H5jum5RXtHjThpKSd7Cb7D

Evaluate Feedback & Error Handling

Guided flows prevent errors, which is a pretty smart and proactive approach to error handling. Many, if not all, interactions are structured with quick-reply buttons / suggestion chips. Additionally, inputs (like this example) are invalid and unable to be submitted until the text and pricing meet validation requirements. Both of these proactive approaches reduce the likelihood of the user entering something incorrect in the first place.

User error is still possible (entering the wrong itemize pricing, uploading the wrong documents etc) and would be escalated to a human for review. Additionally, a recommendation would be to give the user the ability to review the claim before it's submitted.

Consider Tone & Personality

Jim's personality is one of Lemonade's strongest differentiators. His conversational tone feels approachable, human, and memorable. He goes beyond transactional interactions by personalizing conversations (ex: remembering a pet's name like *"How's Oliver doing?"*). This ability to recall details and weave them naturally back into the dialogue builds trust, fosters user loyalty, and makes the insurance experience feel less intimidating.

That said, there can be drawbacks to such a casual tone. In traumatic scenarios, such as submitting a claim for a critically ill pet or a house fire, the use of light or playful language (ex: phrases like *"Bummer!"*) may come across as insensitive or even perhaps offensive.

Identify UX Strengths & Weaknesses

Strengths:

- **Personalization builds trust and connection**
  - Jim remembers details like a pet's name and references them naturally (*"How's Oliver doing?"*).
  - This creates a sense of continuity across sessions and makes the AI feel more human.

- **Simple, clean and quick interface**
  - The chat layout is uncluttered utilizing familiar user patterns
  - Jim can file a claim in under 3 minutes, the whole experience is very succinct.
  - The hierarchy of the conversation flow clearly distinguishes between system messages and user input which reduces cognitive load

- **Conversational flow is smooth and guided**
  - Suggestion chips / quick-reply buttons help users progress without needing to type long responses.
  - Response timing indicators give users feedback that Jim is "thinking," which maintains engagement and prevents frustration.

Weaknesses

- **Tone may not always match context**
  - Casual or playful language (e.g., *"Bummer!"*) works well in lighthearted moments but could feel insensitive in traumatic claim scenarios.

- Lack of adaptive tone-shifting may harm trust in high-stakes situations.
- **Only available as a mobile app**
  - This may cause some user frustration as a lot of claims paperwork/documentation may be stored on a computer (or just easier to access).
- **The quick-reply secondary buttons may be visually confusing**
  - The interaction helps users understand the actions needed to move forward but the actual visual elements could be improved (a bit "wireframey")

Redesign Recommendation (Optional)

Generally, I think Lemonade is an incredible example for an AI Assistant with very little improvement needed. My only recommendations would be to further research with users for the quick-reply secondary buttons. Is it clear to a user that these are clickable or does the UI need some revisions?

Secondally, I would recommend that the engineers continue to work with the AI model to keep responses contextual to the claims to avoid any potential insensitivities or offense to users.

Lastly, a desktop app version may appeal to some older generations of users filing claims.

NOTE: Here are all the Figma links for my visuals, in case the Figma Plugin links do not work above.

Initial research:
https://www.figma.com/design/Aa8QhAZU1k0z9HPkZ3D4dN/AI-For-UX-Designers?node-id=0-1&t=ltWpDU6J72zFJhAd-1

Interface screenshots:
https://www.figma.com/design/Aa8QhAZU1k0z9HPkZ3D4dN/AI-For-UX-Designers?node-id=15-116&t=ltWpDU6J72zFJhAd-1

Components:
https://www.figma.com/design/Aa8QhAZU1k0z9HPkZ3D4dN/AI-For-UX-Designers?node-id=28-166&t=ltWpDU6J72zFJhAd-1