YoungWilliams

Priya™

USER NAVIGATION

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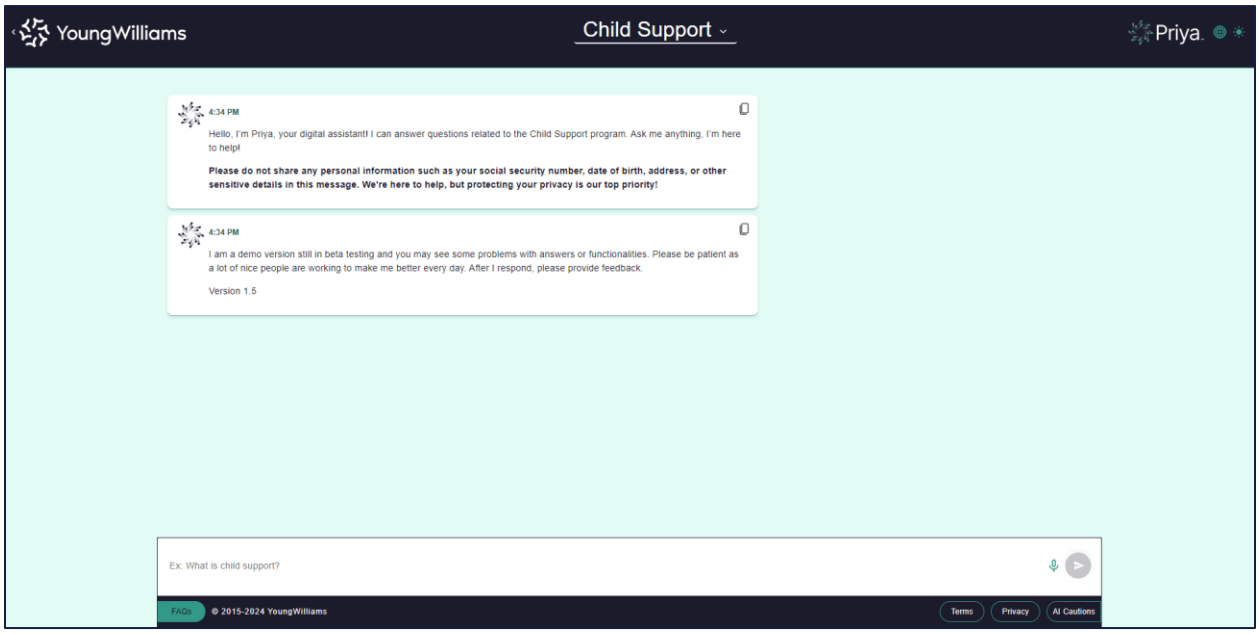
This document outlines the user navigation framework of Priya, YoungWilliams' Artificial Intelligent (AI) digital assistant. The goal of this framework is to ensure an intuitive and seamless experience for users interacting with Priya, guiding them through various features with ease. The navigation design focuses on simplicity, efficiency, and user-friendly pathways, allowing customers to quickly find information or assistance they need. The following screenshot shows Priya, and in the following pages, we will identify each feature.



BACK BUTTON

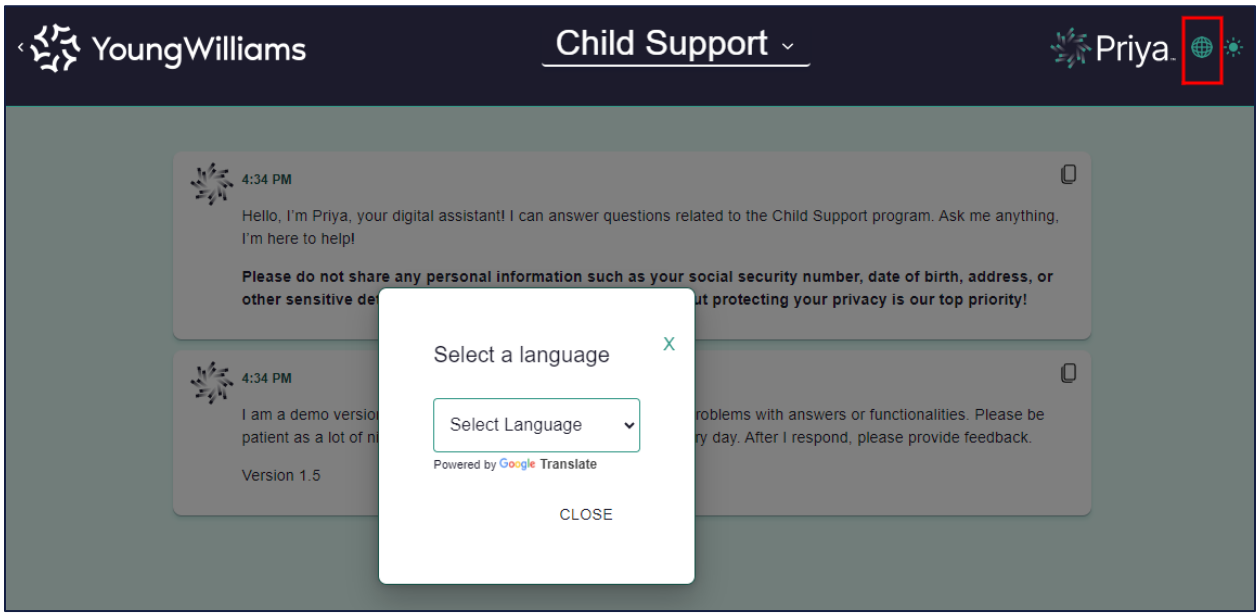
Incorporating a 'Back' button in Priya's user interface (UI) is essential for multiple reasons. Primarily, it enhances navigation, allowing users to return to the main webpage or previous content effortlessly. This feature is particularly useful during multi-step interactions where users might need to refer to prior information.

PROGRAM SELECTOR

The "Program Selector" feature in Priya helps users navigate through various programs. This feature works as follows:

- **Functionality:** The Program Selector allows users to select different programs such as Child Support, Supplemental Nutrition Assistance Program (SNAP), and Summer Electronic Benefit Transfer (SEBT) Program, based on the assistance they seek.
- **Convenience:** It simplifies the user's journey by directing them to the relevant information corresponding to their selected program.
- **User Experience:** This feature enhances the overall user experience by making it straightforward for users to find the information they require without unnecessary navigation.

LANGUAGE SETTINGS



A guiding principle in designing Priya is inclusivity and user convenience. With this in mind, one of the key features that enables broad accessibility and user engagement is the comprehensive "Language Settings" functionality. This feature allows users to interact with Priya in their preferred language, enhancing their experience and ensuring that communication is seamless and effective. To achieve this, Priya utilizes Google Translate, enabling support for over 200 languages, thereby breaking down language barriers and promoting universal accessibility.

PRIMARY FUNCTIONS OF THE LANGUAGE SETTINGS

- **User Interface Language Customization:** Users can set their preferred language for all user interface elements, ensuring that navigation and understanding are straightforward.
- **Response Language Customization:** Priya's responses can be customized to be delivered in the user's chosen language, enhancing comprehension and interaction.

IMPORTANCE OF LANGUAGE SETTINGS

- **Enhanced Accessibility:** By offering multiple language options, Priya becomes accessible to a diverse user base, including non-native speakers and those with limited

proficiency in the default language. This is critical in providing equitable access to services and information.

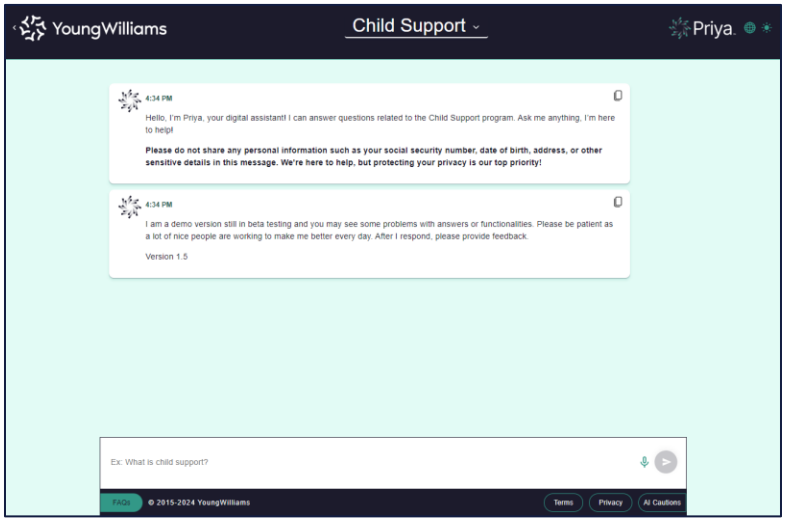
- **Improved User Experience:** Users are more likely to engage positively with Priya if they can interact in their native language. This familiarity can lead to a more comfortable and user-friendly experience.
- **Inclusiveness:** Providing responses and UI options in multiple languages ensures that Priya is inclusive and caters to the needs of users from various linguistic backgrounds, aligning with our commitment to inclusivity and accessibility.
- **Compliance with ADA Standards:** Implementing language settings is also part of our effort to run ADA compliance checks, ensuring that our digital assistant meets necessary accessibility standards.

DISPLAY MODE

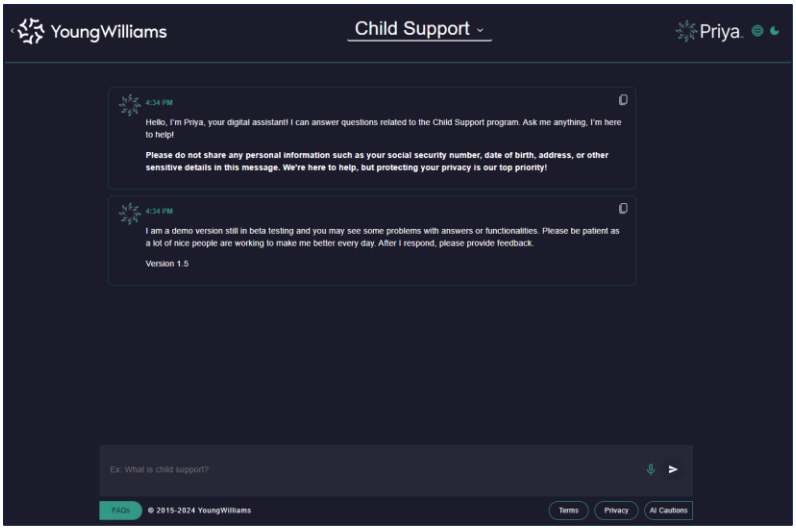
We designed Priya to provide an optimal and comfortable user experience through the inclusion of light and dark modes. This feature is essential to the UI as it allows users to customize their viewing experience based on their personal preferences and environmental conditions.

LIGHT/DARK MODE

- **Light Mode:** This is the default mode that features a bright background with dark text. This mode is ideal for use in well-lit environments, as it reduces glare and enhances readability. The high contrast and clear visibility make it the preferred choice for many users during daytime or when artificial lighting is adequate.



- **Dark Mode:** This mode offers a darker background with light text, reducing the overall brightness of the screen. This is particularly beneficial in low-light environments or during nighttime use, as it minimizes eye strain and conserves battery life on mobile devices. By reducing the amount of blue light emitted, dark mode also helps improve sleep patterns for users who interact with the assistant before bedtime.



IMPORTANCE OF LIGHT/DARK MODE IN THE USER INTERFACE

- **Eye Comfort:** Switching between light and dark modes can significantly enhance user comfort by reducing eye strain. Users can choose the mode that best suits their lighting environment, ensuring a more pleasant interaction with Priya.
- **Accessibility:** Providing both light and dark modes ensures that our digital assistant is accessible to a broader audience, including those with visual impairments or light sensitivity. This inclusiveness is critical to delivering a user-friendly experience for all customers.
- **Personalization:** The ability to switch between light and dark modes offers a level of personalization that makes the experience feel more tailored and user centric. Allowing users to customize their interface fosters a stronger connection and satisfaction with the service.
- **Extended Usage:** Dark mode can help conserve battery life on OLED and AMOLED screens, allowing longer usage of mobile devices. This is particularly useful for users who need to interact with Priya for extended periods without access to charging facilities.
- **Design Consistency:** Incorporating light and dark modes maintains design consistency across different platforms and devices. Whether users are accessing Priya via a mobile app, website, or integrated system, the consistent UI design enhances usability and satisfaction.

CLEAR BUTTON

In the Priya UI, the "Clear" button plays a critical role in managing the flow and structure of user interactions. After a conversation is initiated by the submission of a question, the "Clear" button becomes available in the top right corner of the interface. Once clicked, this button resets the

user's interface, effectively marking the completion of the current conversation and allowing for a fresh start without any lingering context from previous exchanges.

- **Operational Efficiency:** For customer service agents or employees utilizing Priya, the "Clear" button helps streamline workflows. Users can easily reset the chat interface between different customer interactions, maintaining clarity and reducing the risk of errors.
- **User Control and Flexibility:** Giving users control over their interaction history enhances their sense of autonomy and satisfaction. They no longer need to manually delete messages or navigate complex settings to reset their session.

DOWNLOAD BUTTON

The 'Download' button enhances user interaction by providing convenient access to conversation records. After initiating a conversation with Priya by submitting a question, a panel appears in the top right corner of the interface. This panel includes the 'Download' button, which allows users to download the current conversation session.

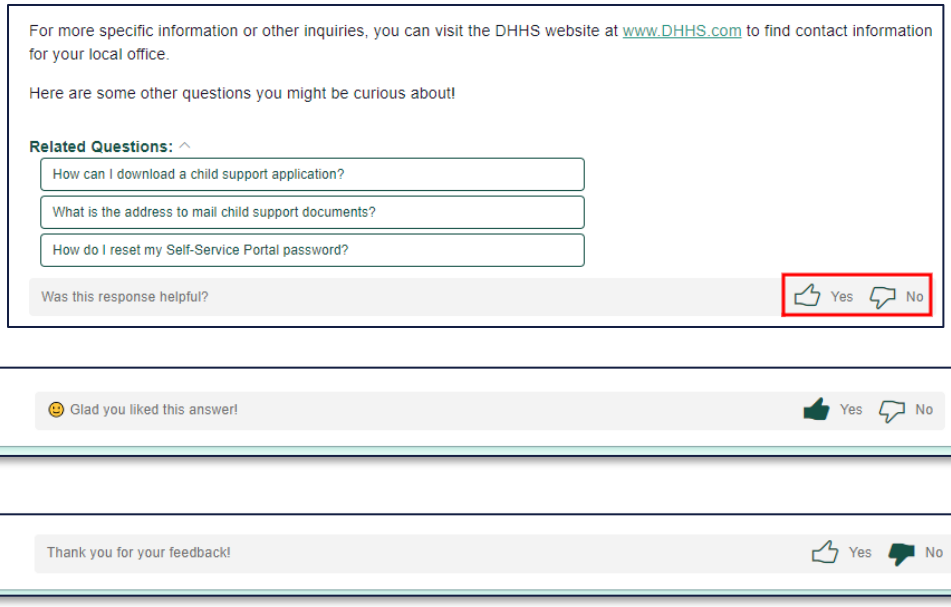
- **Accuracy and Record-Keeping:** Having the ability to download conversations ensures that users have an accurate record of the information and guidance provided. This reduces the risk of forgetting or misremembering crucial details, ensuring continuity in case follow-up actions are needed.
- **Efficiency**: By allowing users to download their conversation history, the feature streamlines the process of sharing necessary information. Users can quickly provide downloaded records to other parties, such as caseworkers or support teams, facilitating more efficient communication and problem resolution.

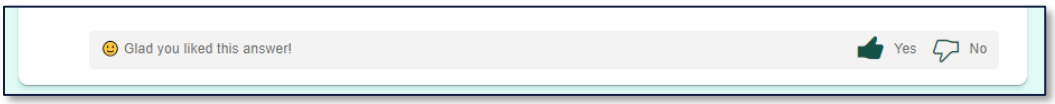
FEEDBACK

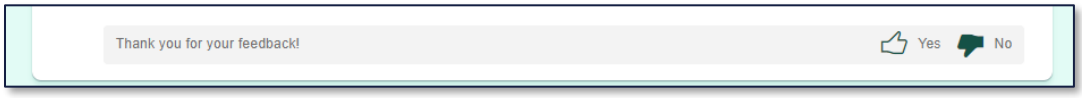
Priya utilizes a robust multi-level feedback system for continuous improvement and detailed feedback collection, enabling adaptation to user needs and preferences. Feedback is reviewed to ensure user input is considered and addressed. This feedback mechanism enhances accuracy, reduces errors, builds trust, personalizes user experiences, and ensures continuous learning for ongoing relevance and effectiveness.

Users can submit feedback in the following ways.

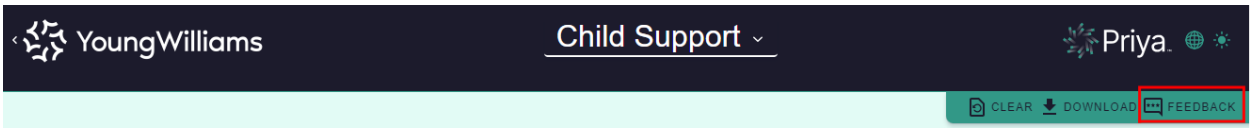
ANSWER FEEDBACK DISPLAYS WITH THUMBS UP OR DOWN





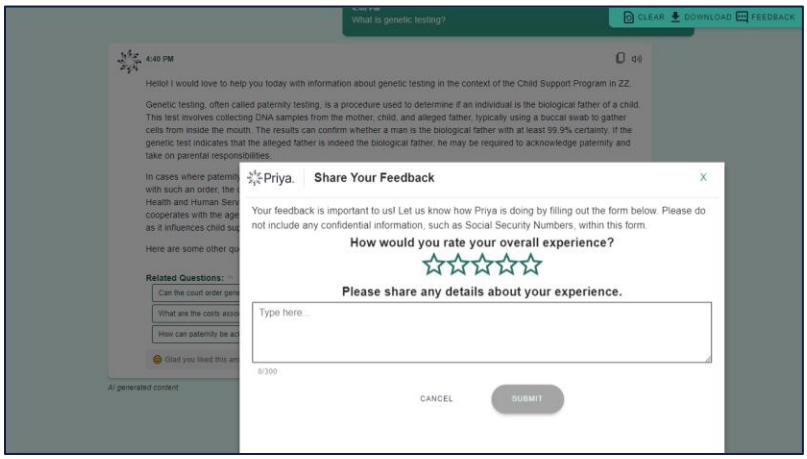


CONVERSATION FEEDBACK AVAILABLE IN TOP PANEL



BOTH ANSWER AND CONVERSATION FEEDBACK RECEIVE THIS SLIDE UP

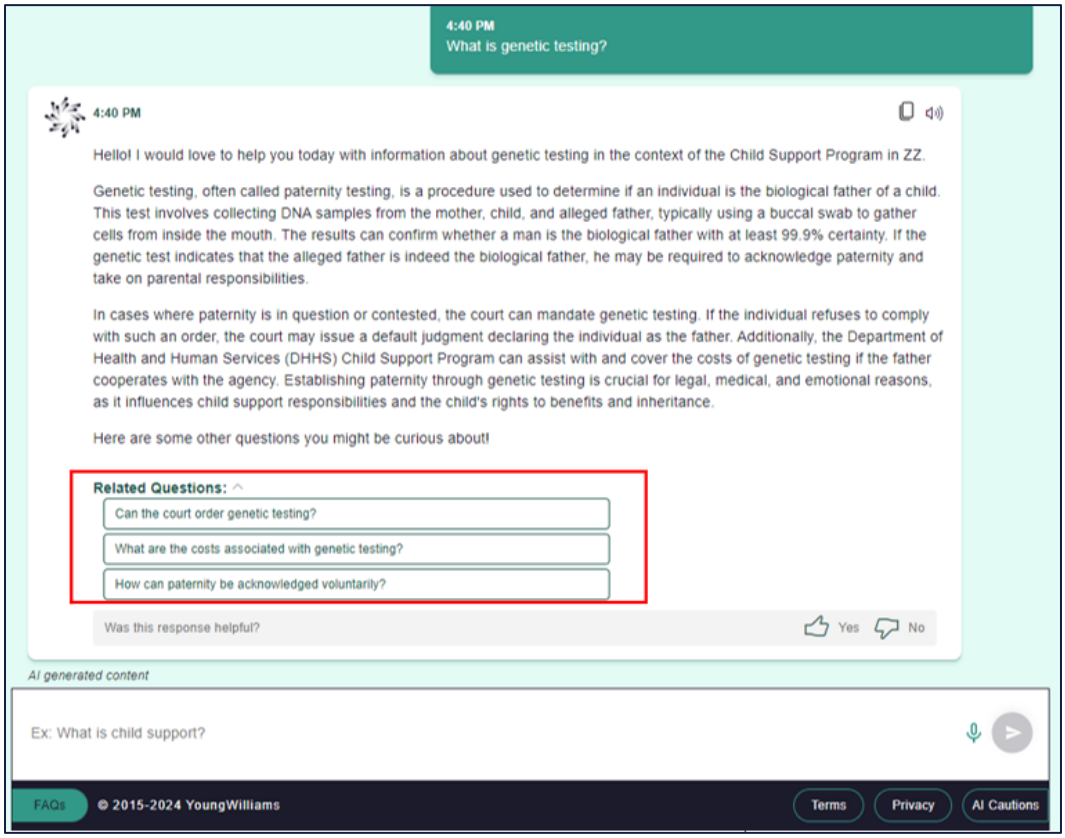
Users answer “How would you rate your overall experience” by selecting the appropriate number of stars and have the opportunity to share details.



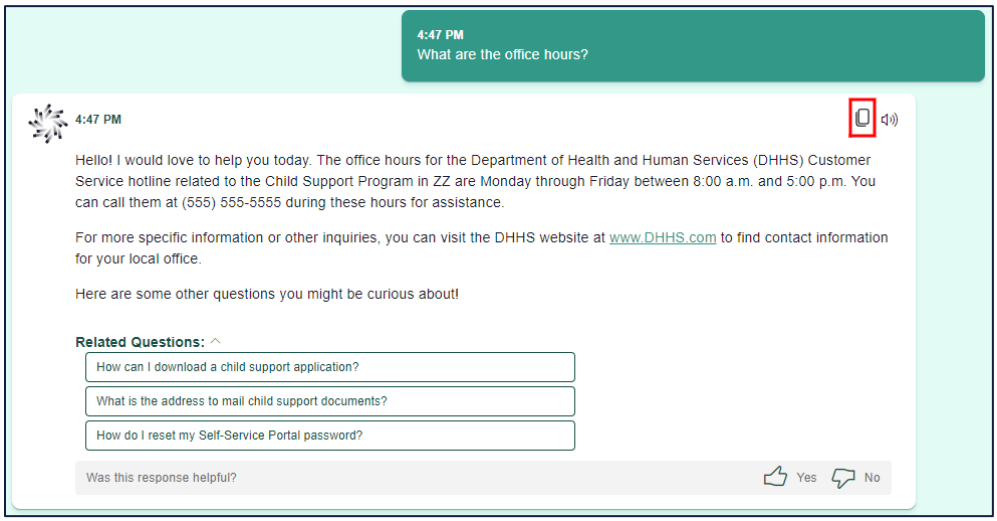
RELATED QUESTIONS

The "Related Questions" feature in Priya offers users additional information and clarifications on topics related to their initial queries. Here's how this feature functions:

- **Functionality:** When users ask a question, Priya's Related Questions feature provides them with a set of relevant questions users commonly ask about the same or similar topics. This feature enriches the user experience by anticipating and addressing likely questions users may have, enhancing their overall interaction with Priya.
- **Enhanced Understanding:** By exploring these related questions, users can gain a deeper understanding of the subject matter and address potential follow-up inquiries they might have.

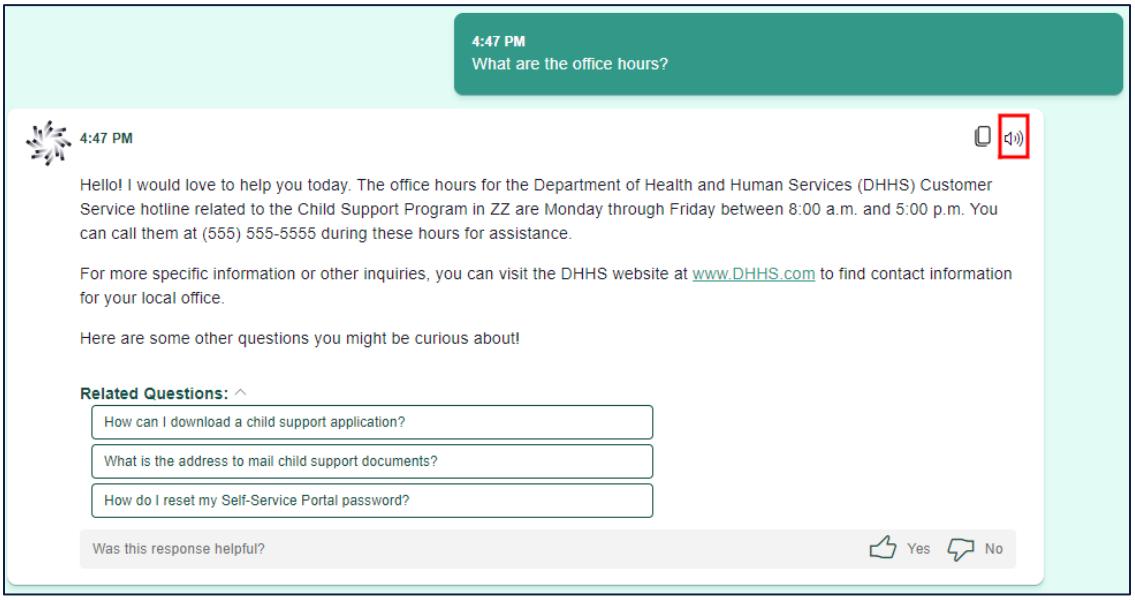


COPY BUTTON



Every Priya response features a 'Copy' button to make it easier for users to copy and paste information such as reference numbers, instructions, or links. This reduces manual entry errors and ensures details are accurately captured.

TEXT TO SPEECH



In today's rapidly evolving technological landscape, the ability to interact with digital systems efficiently and effectively is paramount. Priya incorporates advanced text-to-speech (TTS) functionalities to provide an accessible and inclusive user experience. This section highlights the importance and necessity of these features in enhancing customer interactions.

- **Enhanced Accessibility:** TTS technology in Priya ensures that the digital assistant is accessible to a wider audience, including individuals with visual impairments or reading difficulties. This feature enables users to receive information audibly, making it easier for them to engage with services without reliance on visual displays or text reading capabilities.
- **Improved User Experience:** By offering responses in a spoken format, Priya fosters a more natural and conversational interaction. This human-like engagement is crucial for user satisfaction and can significantly improve the overall experience by making the interaction feel more personal and empathetic. Users are more likely to feel understood and comfortable when interacting in a manner that mimics human conversation.
- **Convenience and Efficiency:** TTS functionality in Priya allows users to multitask effectively. For instance, users can listen to Priya's responses while engaged in other activities, such as driving or performing household chores. This convenience promotes higher user engagement and ensures that individuals can access information without interrupting their daily routines.
- **Support for Multimodal Interaction:** Priya's TTS capability complements its speech-to-text functionality, creating a seamless interaction experience. Users can verbally ask questions, and Priya can respond audibly, reducing the need for manual typing and reading. This multimodal interaction is essential for users who prefer or need to communicate verbally, enhancing the utility and versatility of Priya as a digital assistant.
- **Increased Efficiency in Customer Service:** Incorporating TTS in Priya reduces the workload on customer service agents by handling a large volume of inquiries autonomously. The digital assistant can provide immediate and consistent responses, increasing response times and enabling human agents to focus on more complex issues that require personalized attention.
- **Future-Proofing and Scalability:** As AI technologies evolve, the importance of TTS will continue to grow. Priya’s integration of TTS not only meets current user needs but also positions the digital assistant for future advancements in AI and customer service technologies.

SPEECH TO TEXT

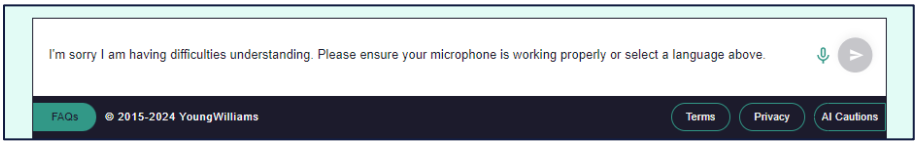
The Speech to Text (STT) enables Priya to convert spoken language into written text, providing several key advantages:

- **Enhanced Accessibility:** STT ensures that users who may have difficulties typing or using traditional input devices can still interact with Priya effectively. By simply speaking, users can communicate their needs, which is especially beneficial for individuals with disabilities or impairments that make typing challenging.
- **Improved User Experience:** The ability to interact with Priya using speech allows for a more natural and intuitive user experience. Verbal communication can be faster and more convenient than typing, particularly for users who are on the go or have limited time.
- **Multilingual Support:** Priya’s STT capability is part of our multilingual approach, supporting users in their native languages. Users can speak in multiple languages, and Priya can understand and convert these spoken inputs into text. This functionality supports our language settings, allowing the UI and responses to be customized to various languages, making interactions easier to understand and execute.

- **Versatility Across Devices:** STT functionality in Priya ensures that any device with a microphone can be used effectively for interaction. Whether users are on laptops, cell phones, or other devices, they can leverage Priya's STT feature to ask questions and obtain written responses.
- **Compliance and Standards:** Integrating STT is also part of our commitment to meeting ADA compliance checks, ensuring that our digital assistant is accessible and useful to users with differing abilities. This includes continuous monitoring and updating to adhere to relevant standards and improve overall usability.

When the application is ready to listen to the user speak, a clear message displays so they are aware.

If Priya is unable to determine what was spoken or if it struggled to interpret a language, a clear message displays so the user is aware.



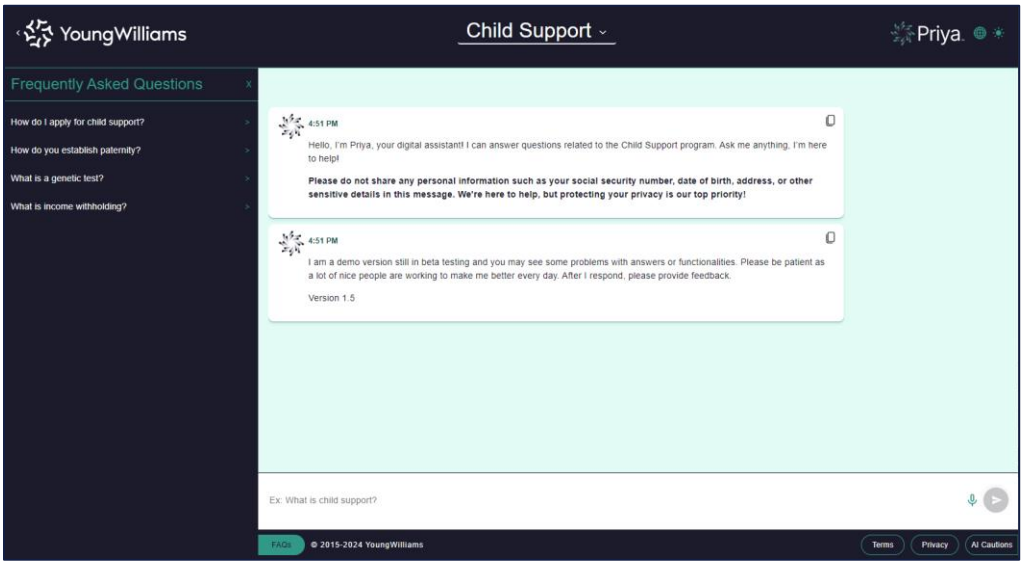
FAQS

The FAQ (Frequently Asked Questions) section within Priya plays a crucial role in enhancing the user experience by providing immediate answers to common queries.

- **Instant Information Access:** The FAQ section allows users to quickly find answers to their most common questions without waiting for a live agent. For example, users can instantly learn how to apply. This not only saves time but also reduces frustration for users who need quick solutions.
- **Verbatim Responses:** By providing consistent verbatim answers, the FAQ section ensures that all users receive the same information, which helps maintain the integrity and reliability of the provided information. This consistency fosters trust in the system and helps avoid potential confusion that might arise from varied responses.
- **Frequent Updates:** The FAQ content is regularly updated to ensure that the information remains current and helpful.
- **Multilingual Capability:** Priya's FAQ section can be translated into multiple languages, significantly broadening its reach and usability. The multilingual aspect of the FAQ section enhances accessibility for users who prefer or require assistance in their native

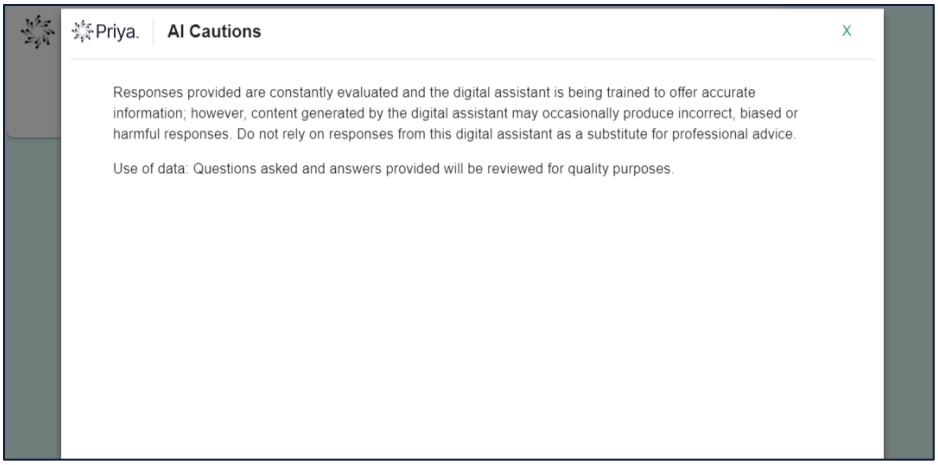
language. This is particularly important for government programs where understanding specific details is crucial. Providing FAQs in multiple languages helps ensure that no user is left behind due to language barriers.

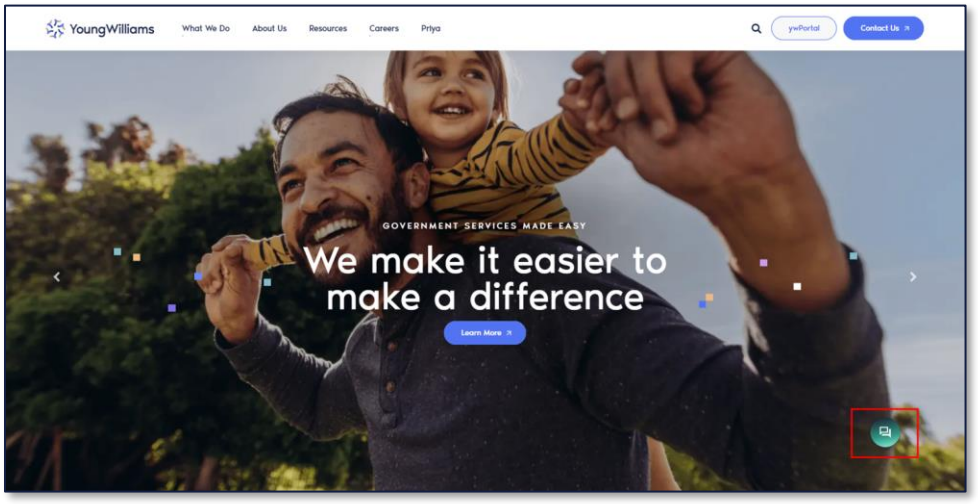
- **Ease of Navigation:** Priya's FAQ section is designed to be user-friendly, making it easy for users to navigate and find the information they need. The frequently asked questions are organized in a straightforward format that users can quickly browse through, enhancing the overall user experience.



AI CAUTIONS

The 'AI Cautions' button provides transparency and reliability. It informs users about AI-generated information, its limits, and uncertainties, enhancing transparency, minimizing errors, building trust, and increasing user awareness.



WIDGET

Incorporating Priya as a widget on a website enhances user engagement, provides quick access to assistance and information, and improves accessibility to various services. It fosters engagement, facilitates rapid information retrieval, and ensures ease of use for individuals seeking assistance or resources related to these programs.