



# Design case study

AI assistant for writing, creating and problem solving.

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# Tether Chat helps you write, brainstorm, learn and create, all through a simple, conversational interface.

The goal was to design Tether Chat to integrate seamlessly into users' daily routines, crafting intuitive conversation flows, supporting image generation and multitasking, our focus was on balancing capability with simplicity while respecting platform conventions and user expectations.

**I led the end-to-end design, working closely with product and engineering to define the interaction model for navigating between threads, handling AI-generated content and triggering image generation. I also drove the visual direction, aligning with both platform standards and Tether's brand principles.**

## How we will measure success

### Core adoption

Daily active users and week 1/week 4 retention

### Feature engagement

Prompt-to-response completion rate and usage of key features

### Usability & UX quality

Time to first successful response, user satisfaction (CSAT/NPS) and error rate / UI drop-off points

### Session length & depth

Average session duration and messages per session

### Multi-platform continuity

Cross-device usage rate

# We studied competing products and collaborated as a team to surface tangible, high-impact opportunities.

**100m+**

Users signed up for ChatGPT within its first two months

**43%**

Adults have used an AI tool like ChatGPT or Gemini as of early 2024

**71%**

Gen Z users use AI chat apps weekly for writing, idea generation or learning

**67%**

Use AI to help with work tasks like writing, summarizing or data lookup

**41%**

Use AI chat apps to generate visual content or images

**60%**

Students use AI apps to improve their studying or doing assignments

**52%**

ChatGPT traffic now comes from mobile devices

**7-9 mins**

Average session duration on mobile AI chat apps

**32%**

Users express concern over how their data is handled by AI chat apps

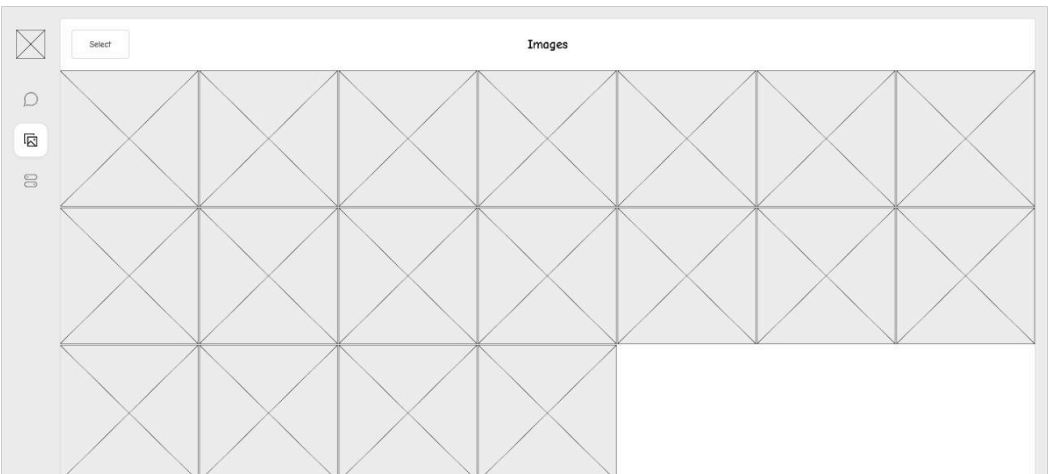
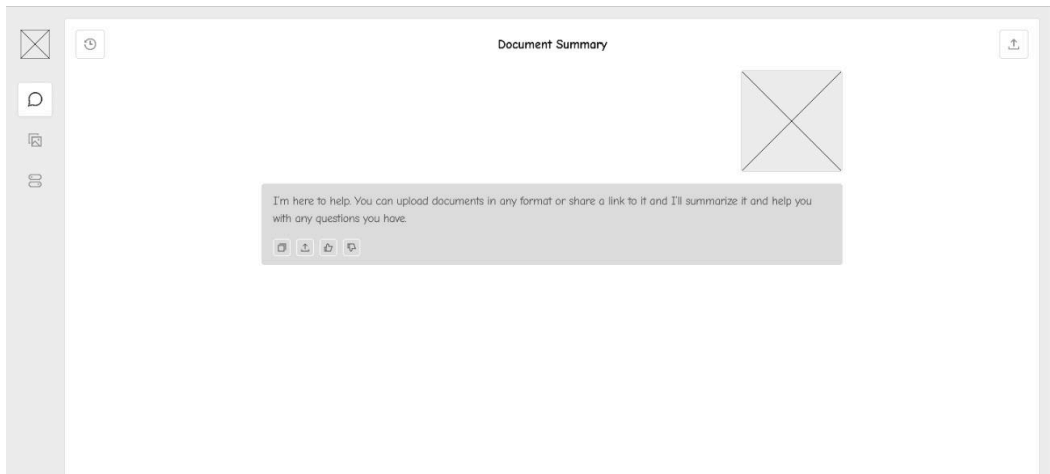
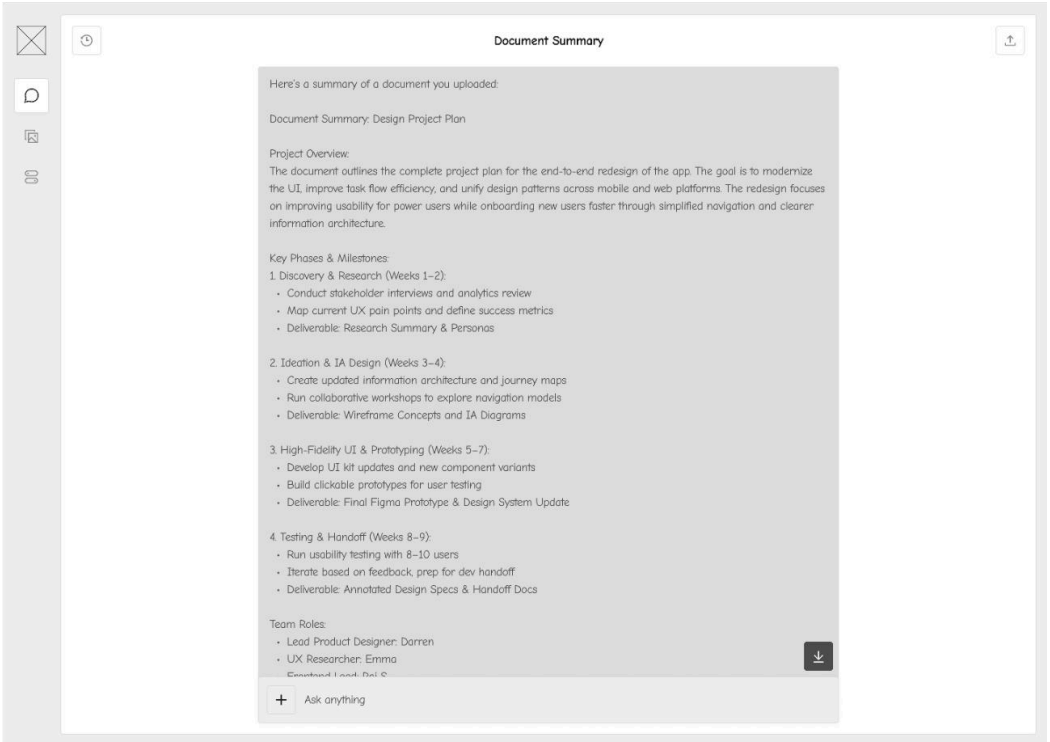
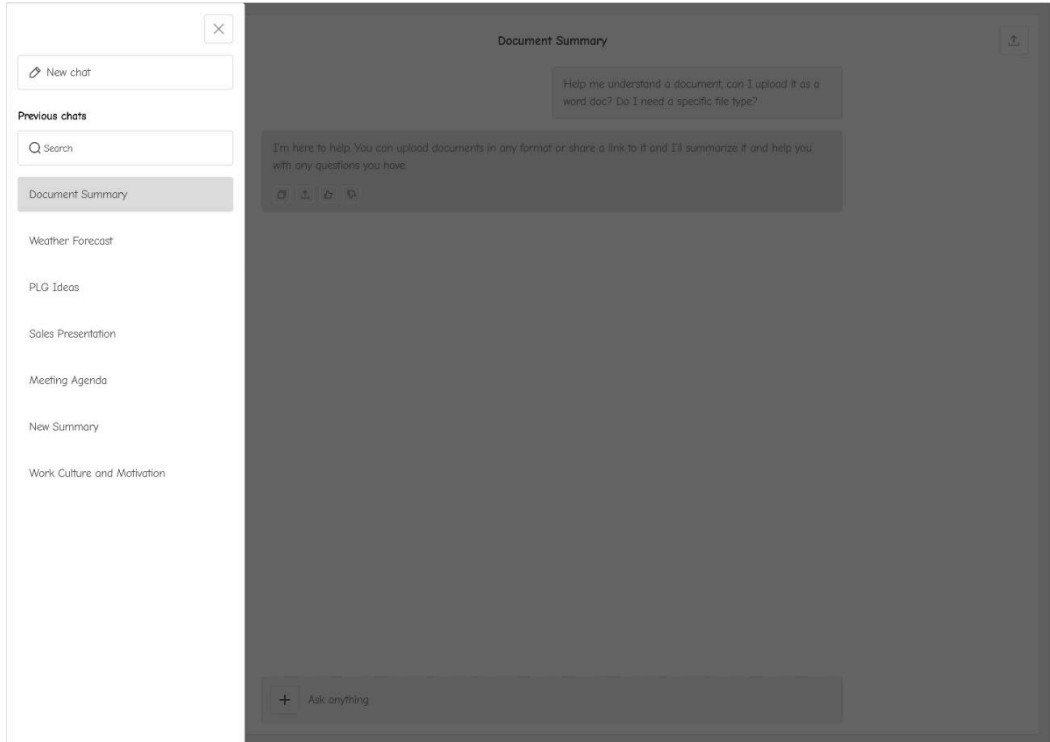
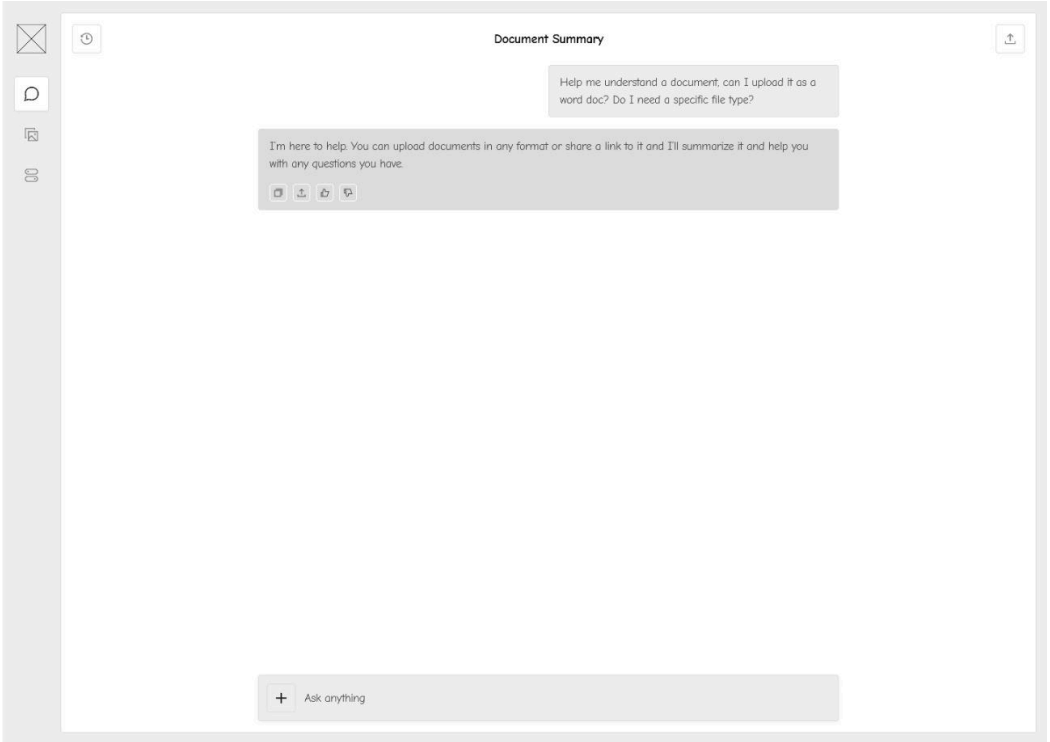
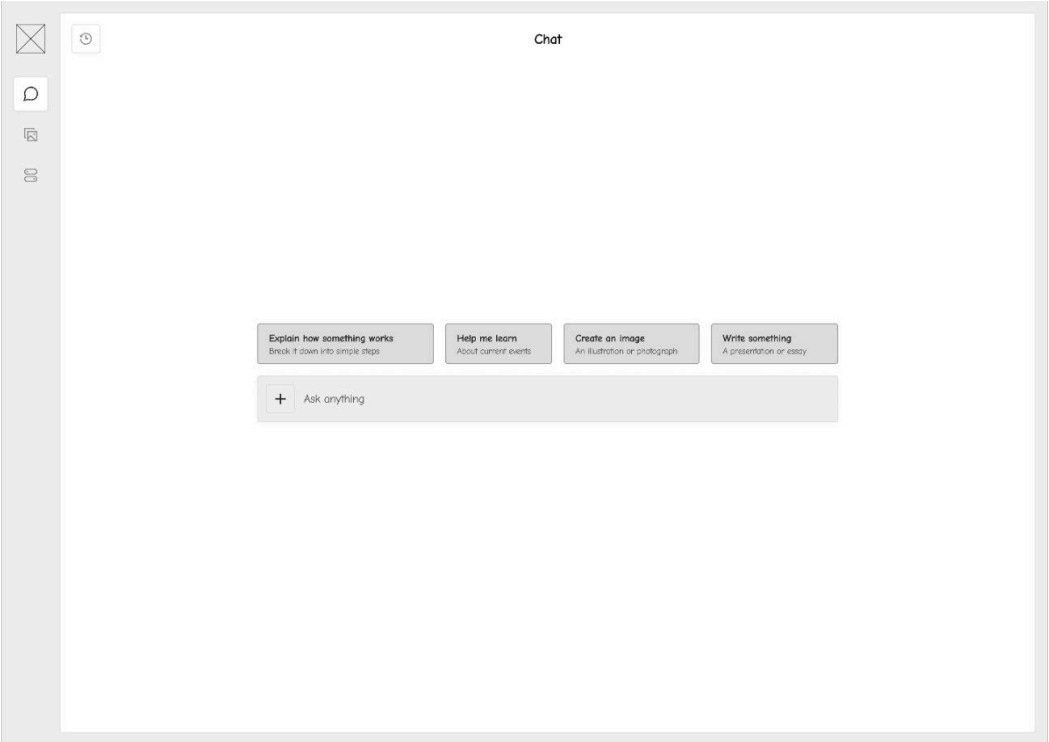
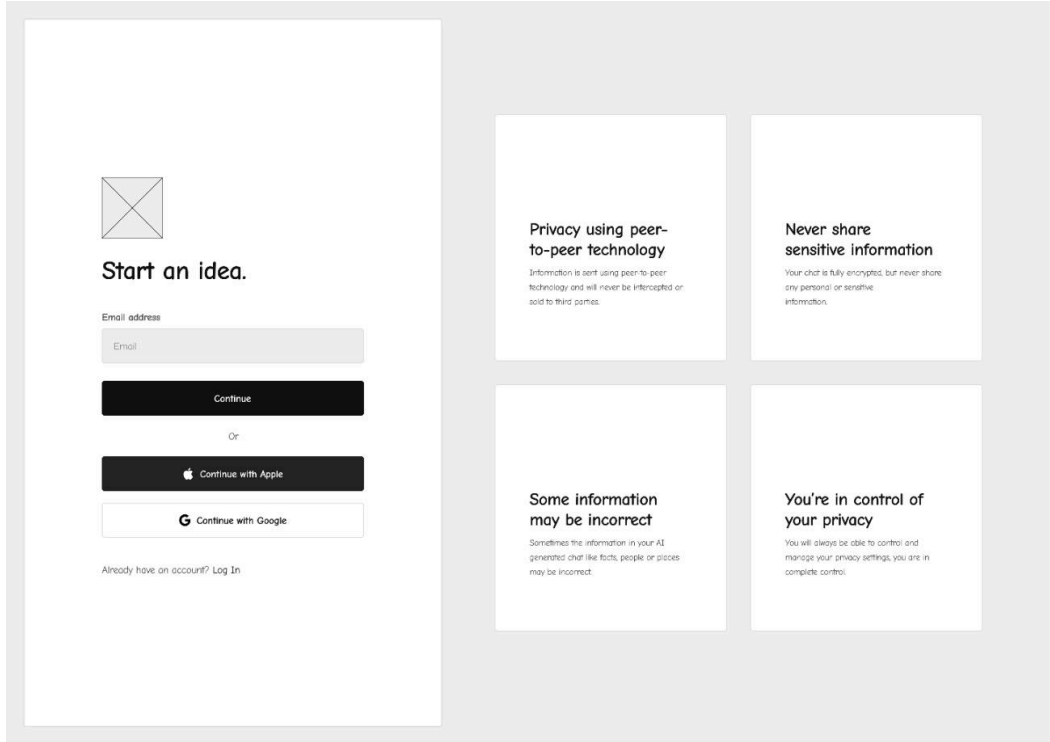
# Based on our research, we defined four distinct personas to guide the team when making design decisions.

<p><b>Zac</b> 22</p> <p><b>University Student</b></p> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Get help with assignments</li><li>• Summarize articles, lectures</li><li>• Learn new topics</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Uses the app on iPhone</li><li>• Sends short, direct prompts</li><li>• Asks follow-up questions</li></ul> <p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Accurate, beginner answers</li><li>• Immediate, fast response</li><li>• Voice input or reading mode</li></ul>	<p><b>Leo</b> 28</p> <p><b>Software Engineer</b></p> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Explore code and docs</li><li>• Get quick technical details</li><li>• Prototype prompts for LLMs</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Uses the app on desktop</li><li>• Pastes code snippets</li><li>• Experiments with creative</li></ul> <p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Syntax-aware input handling</li><li>• Copy-friendly code output</li><li>• Multi-step queries</li></ul>	<p><b>Isabella</b> 31</p> <p><b>Creative Professional</b></p> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Brainstorm ideas quickly</li><li>• Overcome writer's block</li><li>• Generate first drafts</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Uses the app on Mac</li><li>• Saves threads for future use</li><li>• Relies on conversations</li></ul> <p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Natural, human responses</li><li>• Access to previous sessions</li><li>• Multimodal output</li></ul>	<p><b>Lyndsey</b> 38</p> <p><b>Startup COO</b></p> <p><b>Goals</b></p> <ul style="list-style-type: none"><li>• Draft emails</li><li>• Prep talking points</li><li>• Preview legal details</li></ul> <p><b>Behaviors</b></p> <ul style="list-style-type: none"><li>• Cross-platform use</li><li>• Bursts of productivity</li><li>• Shares responses with team</li></ul> <p><b>Needs</b></p> <ul style="list-style-type: none"><li>• Reliable output quality</li><li>• Minimal friction</li><li>• Intuitive multitasking</li></ul>
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# We spent a few weeks ideating with weekly design reviews.

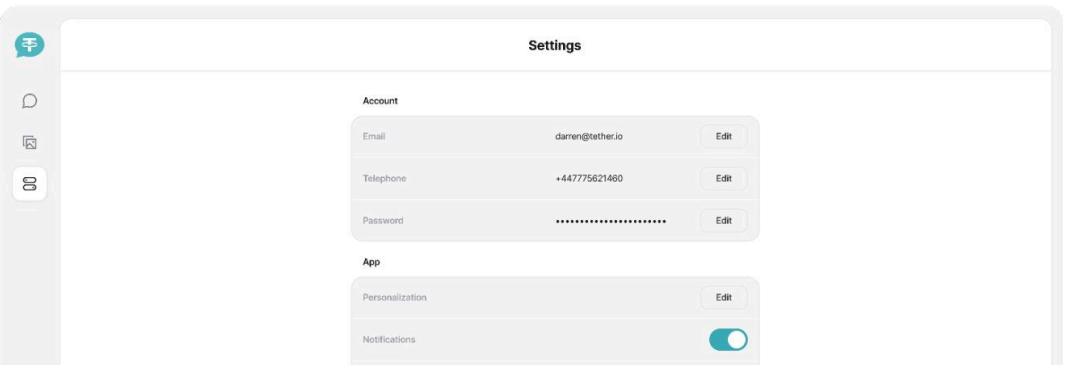
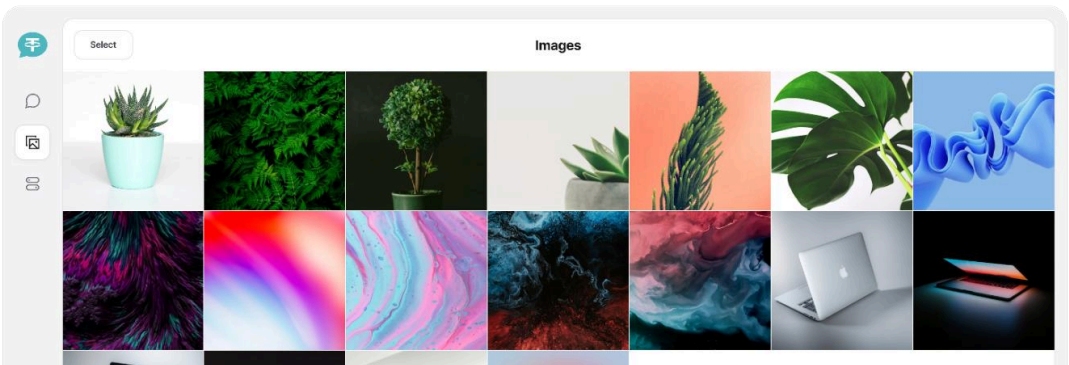
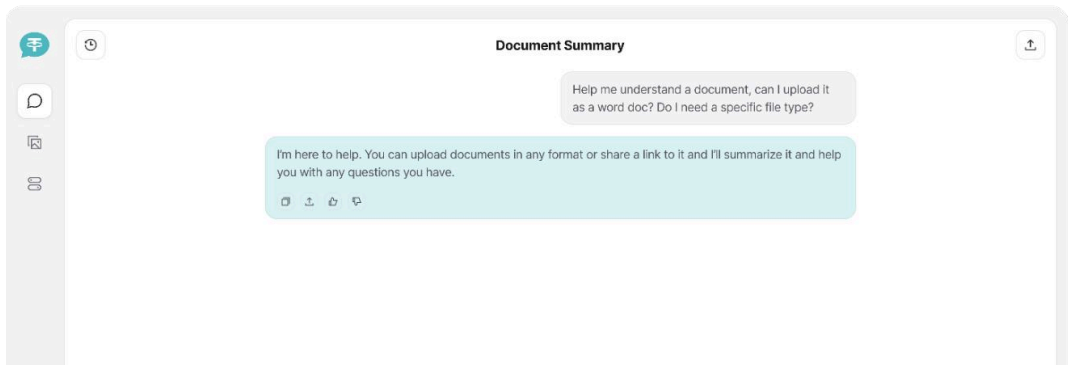
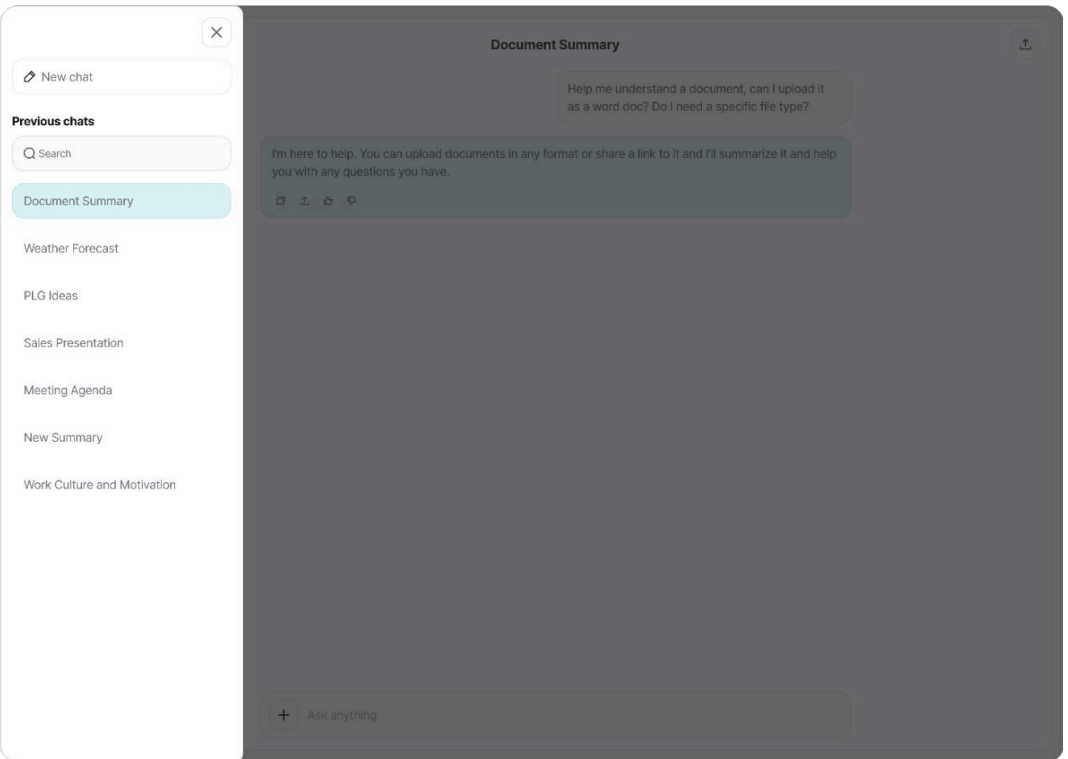
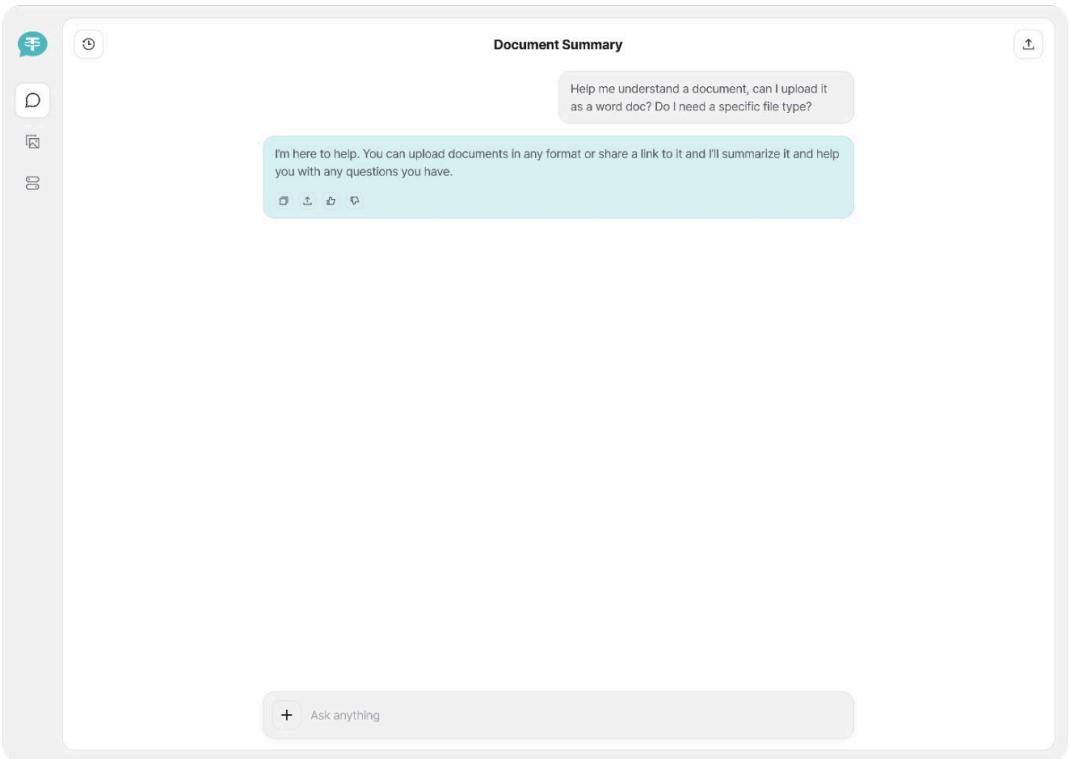
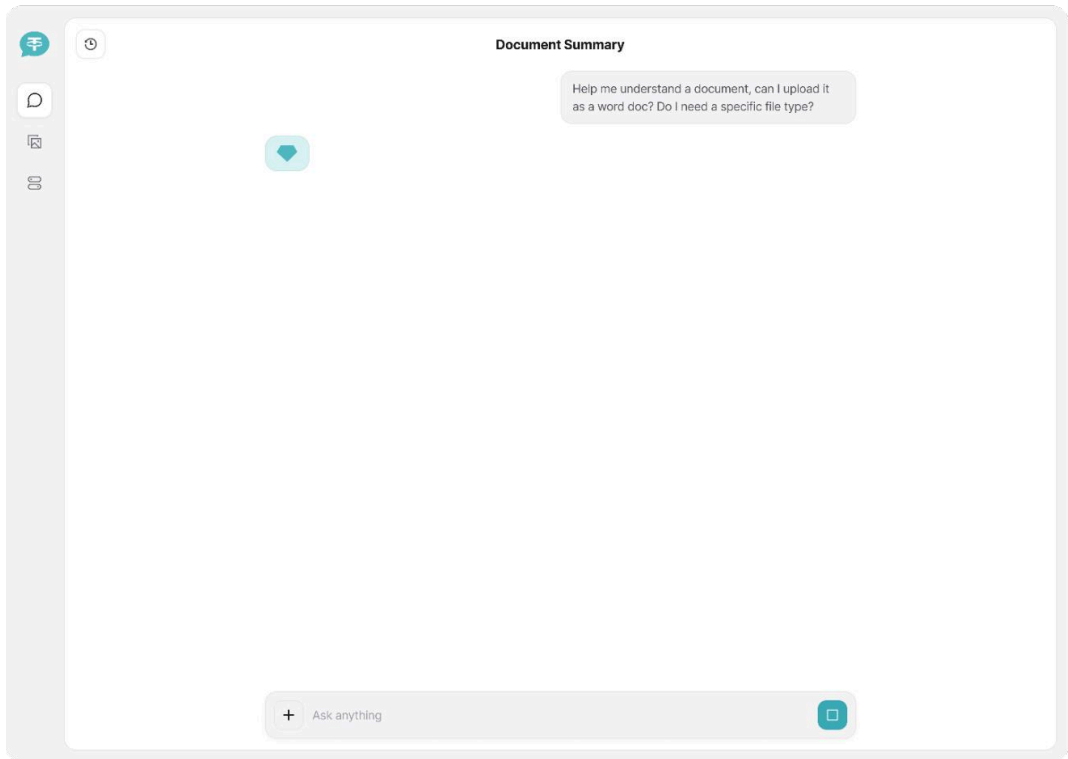
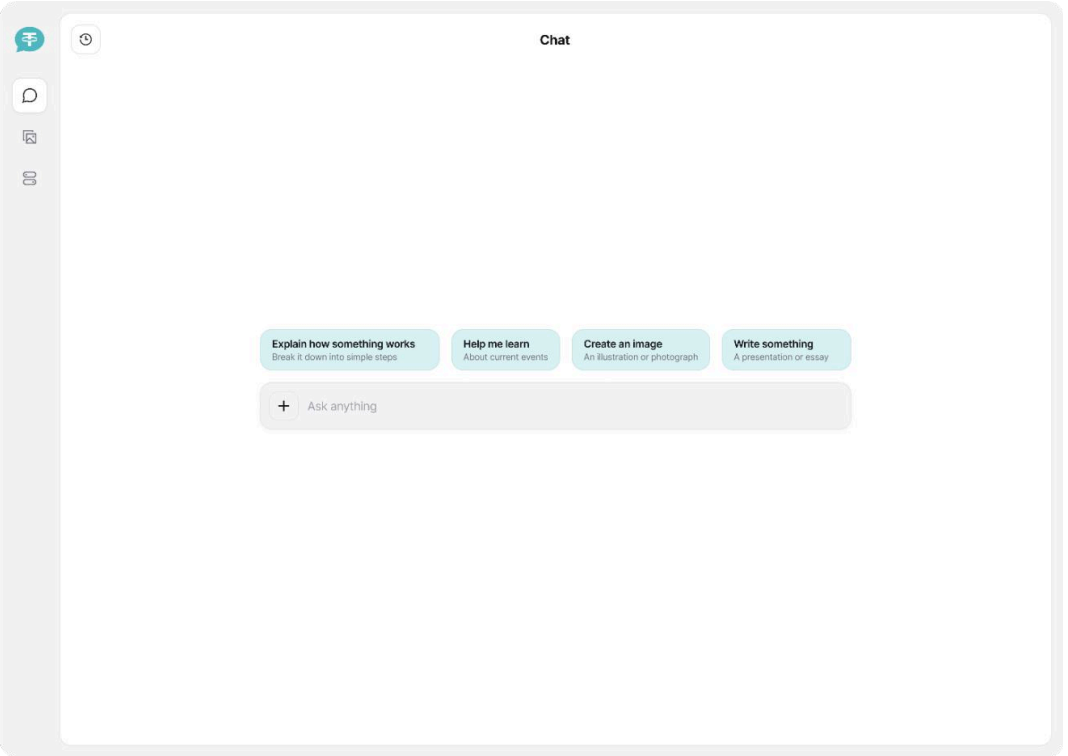
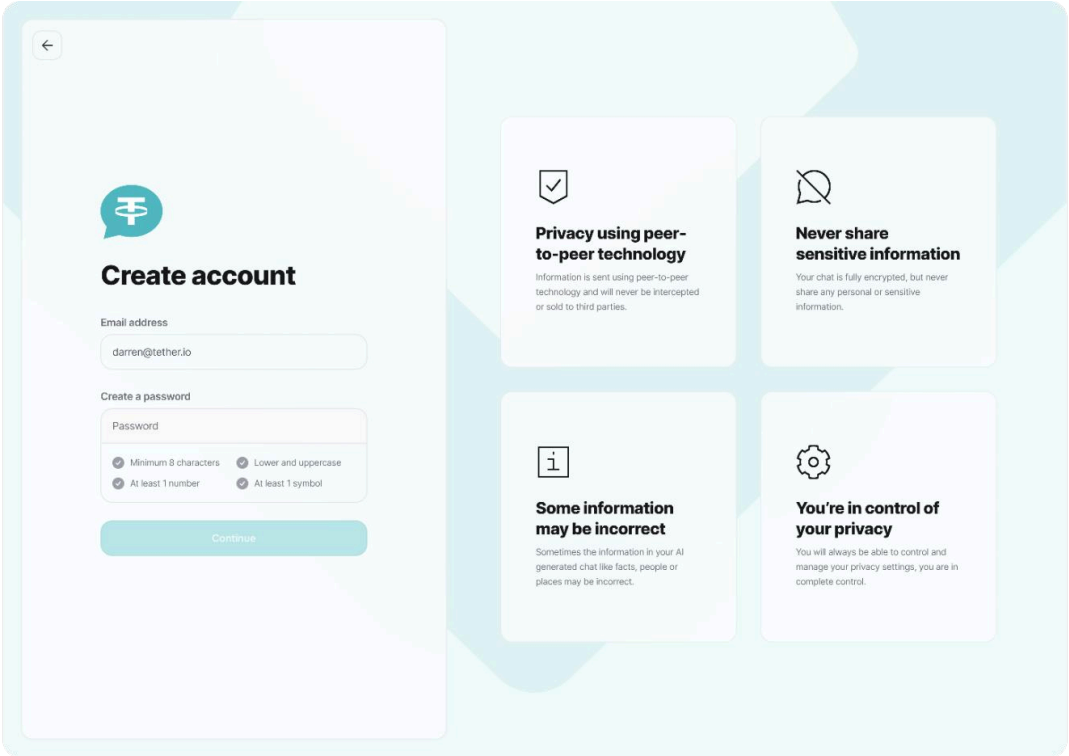
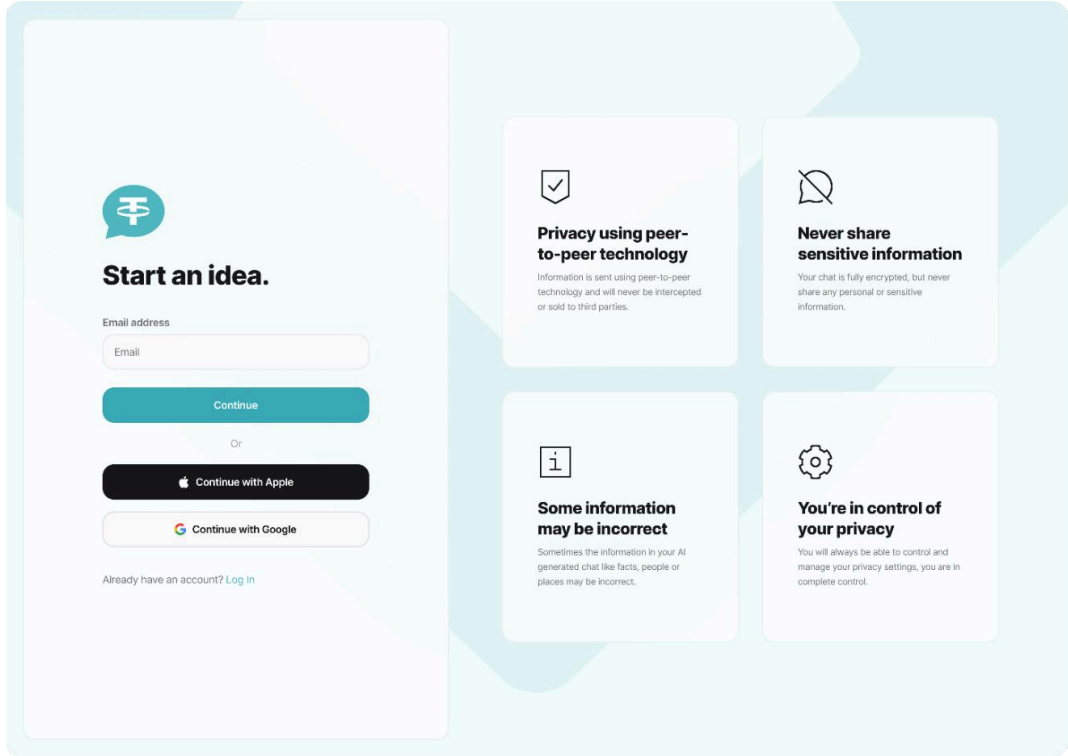
We worked closely with the whole team, including stakeholders, product managers and engineers to ideate using wireframes. We held weekly design reviews to iterate and share ideas.





# We designed a private, intuitive platform that makes advanced AI capabilities feel simple.

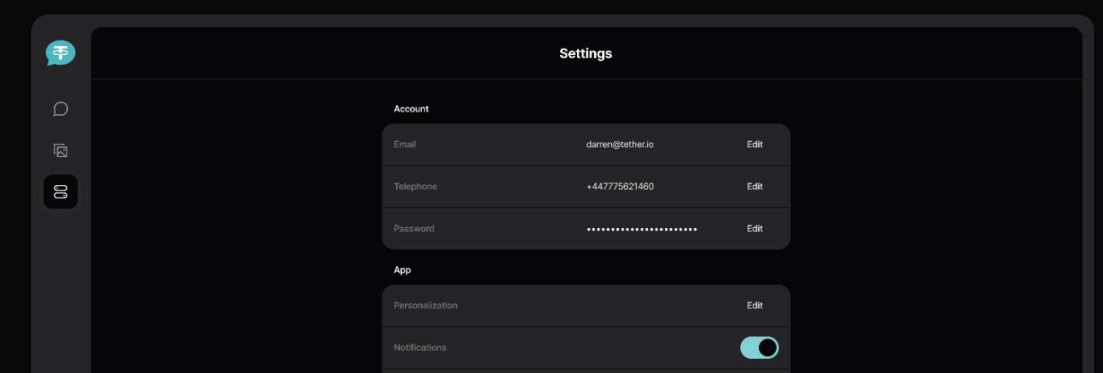
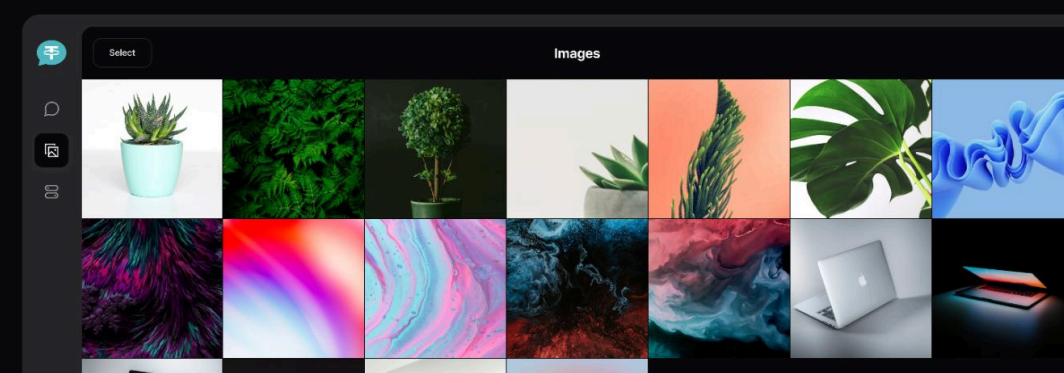
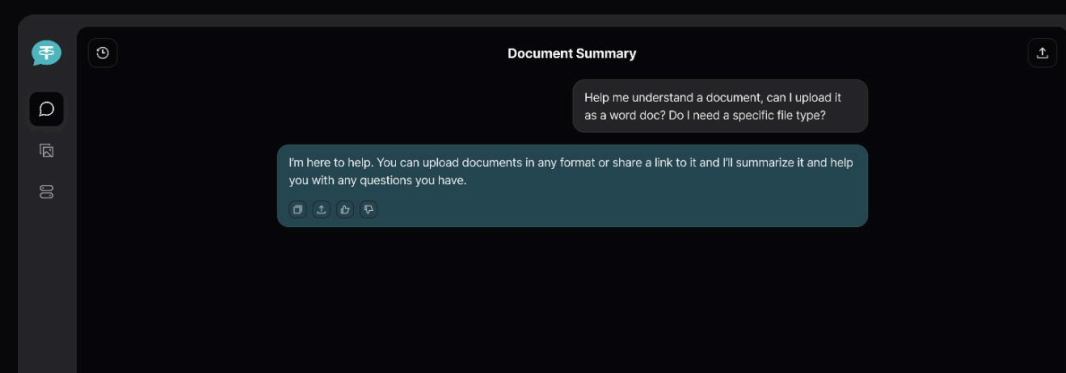
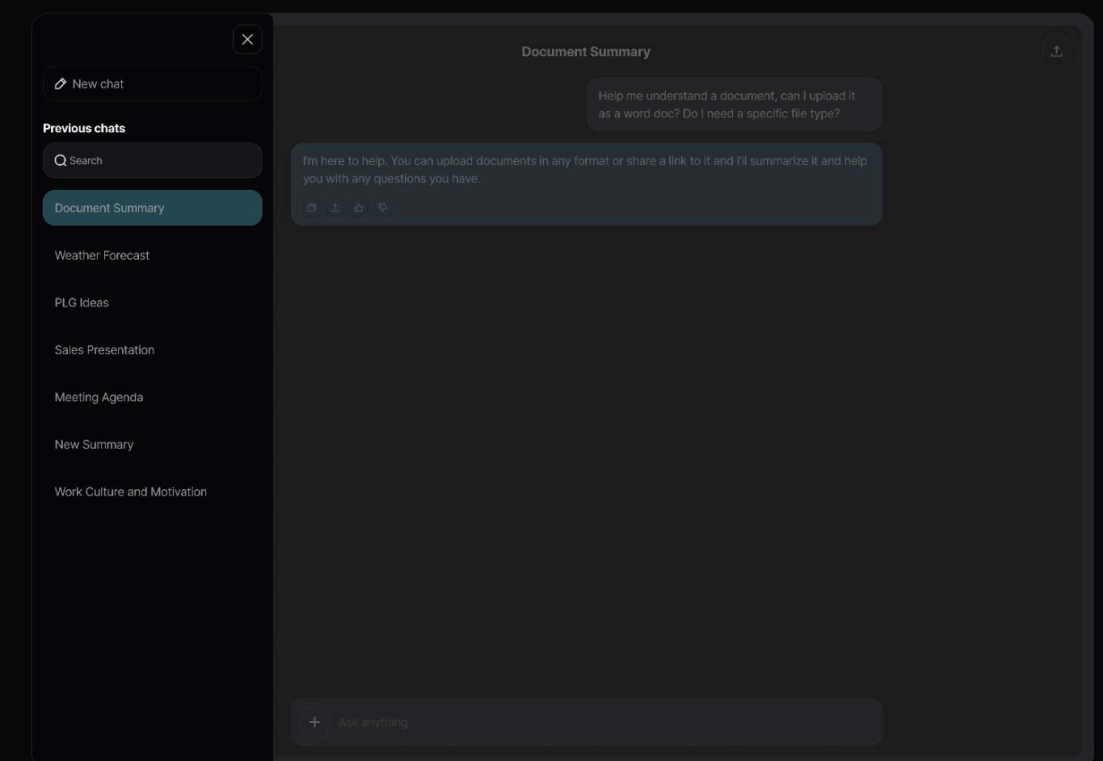
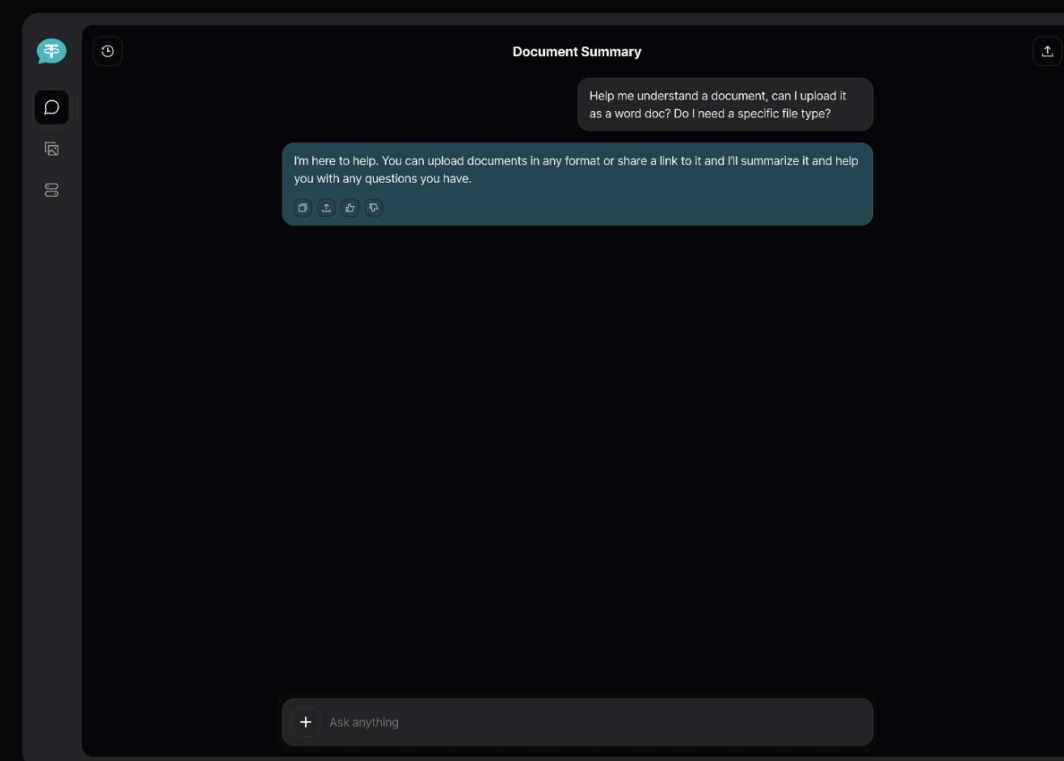
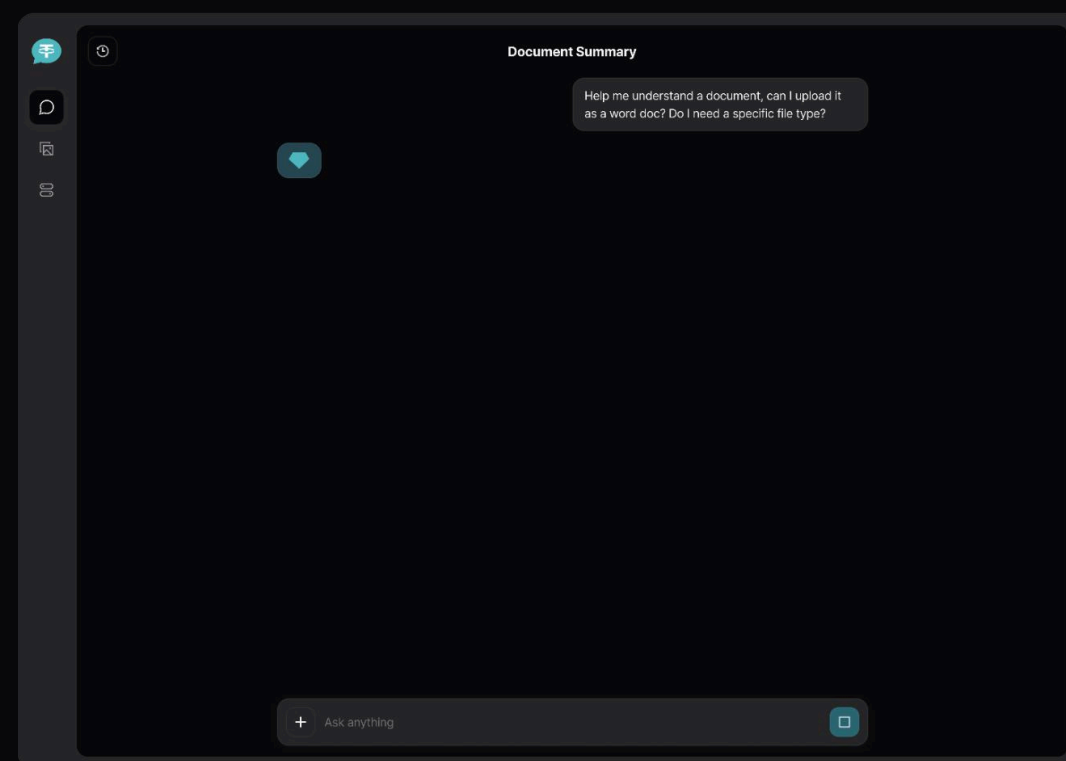
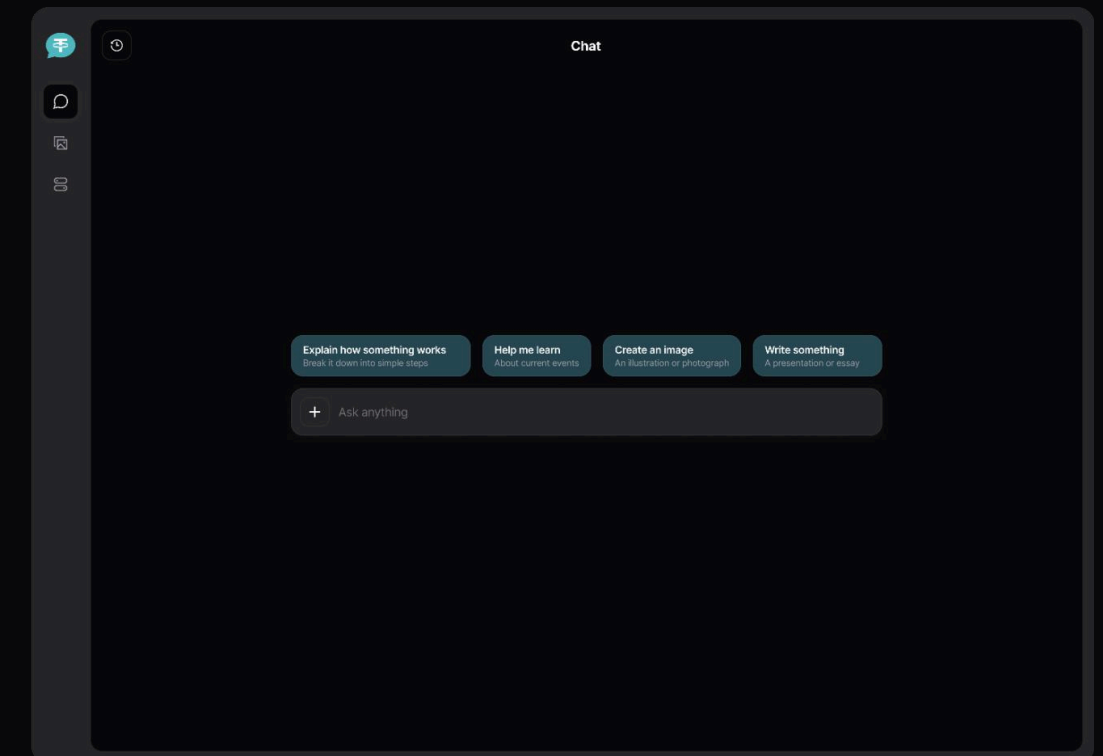
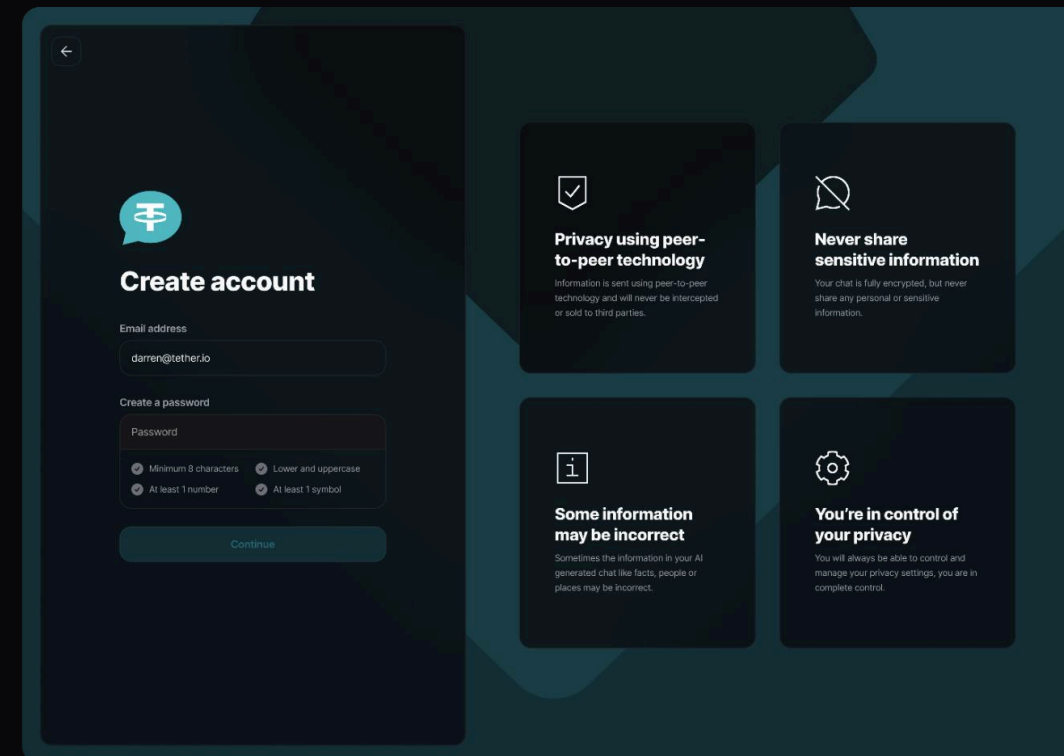
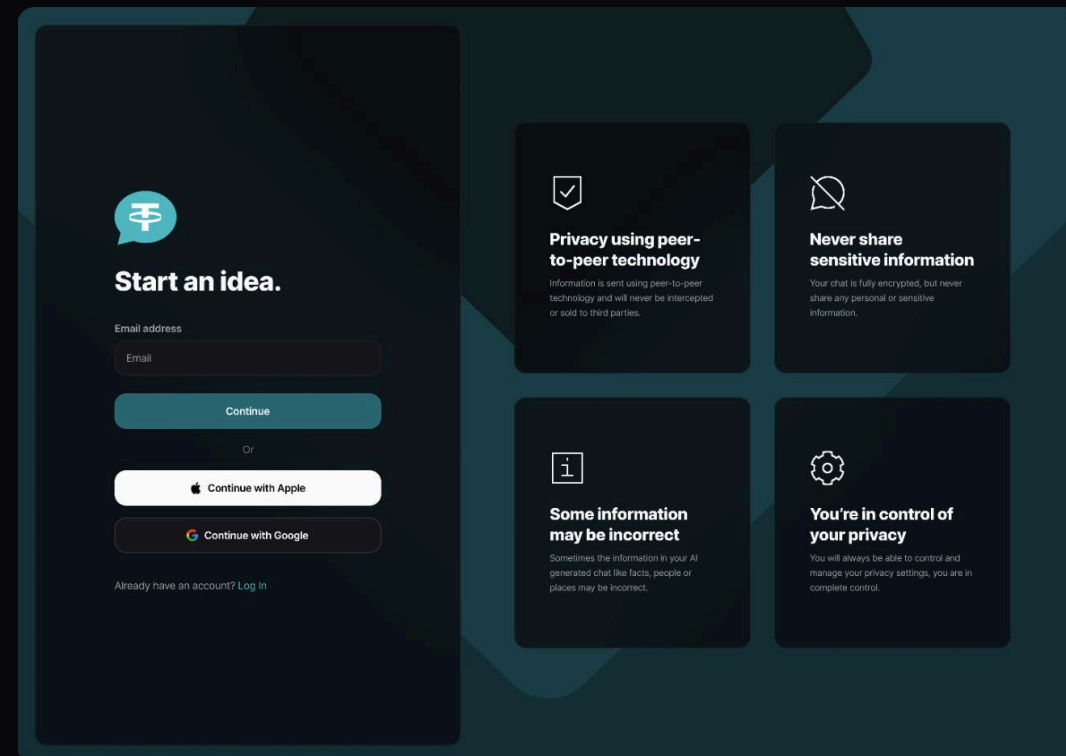
By focusing on clarity, responsiveness and platform-native patterns, we turned a complex system into an experience users could rely on for everyday tasks, from casual chats to creative and professional workflows. We prioritized natural interactions that feel familiar, while scaling gracefully with user intent. The result is an AI assistant that's powerful, personal, and seamlessly integrated into daily life.





# We added tokens to the design system to add color modes.

Our research highlighted dark mode as a top request. In response, we introduced a new foundational color system that supports theming and provides greater control and consistency across both light and dark interfaces.







# Chat

**Explain how something works**  
Break it down into simple steps

**Help me learn**  
About current events

**Create an image**  
An illustration or photograph

**Write something**  
A presentation or essay

+ Ask anything





# We measured success with focus on usages and retention.

We launched our app in Central and South American markets, we looked at retention, session times, usage and overall performance, using insights to plan the next features and roadmap.

**10 million**

iOS installs within 6 weeks

**1.8 million**

Daily active users

**72%**

Week 1 retention rate

**55%**

Week 4 retention rate

**72%**

Session retention after day 1

**6.6 seconds**

Median time to first output

**99%**

Crash-free sessions across platforms

**4.6/5**

Overall user satisfaction

**AI tools need to feel simple, intuitive and human-centered and powerful technology only matters when it's accessible, trustworthy and easy to use in everyday moments.**

This project was an opportunity to tackle meaningful design challenges at the intersection of emerging technology, privacy, and user trust.

We transformed complex, fragmented AI workflows into a streamlined experience that felt fast, intuitive and capable.

It strengthened my ability to design for technically demanding systems while keeping the interface approachable, scalable, and grounded in real user needs.

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