

Comet Browser by Perplexity AI

User Research

Conducted 4 interviews with Comet users, focusing on their experiences with the browser's AI features and integrations. The interviews provided rich details of individual experiences.

Following were the two pain points that emerged from the research –

1. **Permission Anxiety** – Users expressed strong discomfort with the extensive permissions Comet requests. Many described the level of access as “invasive”. A common fear is that a single breach or hack of Comet could expose their entire digital life, all personal and financial details. Some users aborted the setup when confronted with permission prompts. This indicates a significant trust barrier. Users are hesitant to grant such sweeping access without assurances of security and privacy.
2. **Inaccurate Task Automation behavior** – One of the users shared their experience of task automation using Comet. They automated the task for applying jobs on LinkedIn and found Comet performs “easy apply” job applications extremely well. However, Comet struggled with complex, long-form job applications on company career sites. Comet did not complete the long applications and neither did ask the user to help with in case it was stuck at any stage. This frustrated users who initially felt optimistic about offloading tedious application tasks. Essentially, Comet shines on simple, repetitive tasks but falls short on multi-step, non-standard workflows.

SWOT Analysis

Strengths

- Innovative AI integration that delivers quick summaries and automates simple tasks effectively
- Broad integration capabilities position Comet as a potential all-in-one productivity hub
- Strong value proposition of saving users time by handling mundane web actions

Weaknesses

- Trust deficit due to extensive permissions required
- Onboarding can be overwhelming with many features exposed at once, potentially confusing new users
- Inconsistent performance on complex tasks leading to frustration and questioning of reliability

Opportunities

- Strengthen privacy and security as a differentiator to win over privacy-conscious users.
- Improve automation for complex workflows

Threats

- Security breaches or hacks would be catastrophic, not only validating user fears but also damaging company reputation
- Privacy-focused competitors (or traditional browsers adding AI with fewer permissions) could lure users away by offering similar benefits with less perceived risk
- Negative word-of-mouth on Comet being “too invasive” or “unreliable for serious tasks” could stall growth in early adopter communities, making it hard to gain mainstream trust

Product Goal

"Establish Comet as the most trusted AI browser by achieving a User Trust Score of 8/10 on next 6 months."

User Personas

Alsu Gab: The Privacy-Conscious Professional

Behaviors –

Heavy daily browser user for both work and personal tasks. Early adopter of productivity tools but scrutinize privacy policies.

Goals –

Stay productive and organized across work and personal life. Automate routine tasks like sorting emails, scheduling meetings, and filling out online forms, so she can focus on high-value work.

Wants the convenience of AI assistance without compromising security.

Frustrations –

Tools that demand “all-access” permissions for marginal benefit. Alsu was excited about Comet’s capabilities but felt uneasy when it requested access to her entire Google account and financial data. She worries about a single point of failure: “If this tool gets hacked, everything I have is exposed.”

Needs –

Clear privacy assurances and control. Alsu needs to know exactly what data Comet is accessing and why. She would prefer granular permission settings or less features rather than sharing all her details for excessive fancy features.

Prioritize Problem

"Users hesitate to activate Comet's core features because extensive permission requests create a trust barrier, leading to drop-offs during setup and low feature adoption."