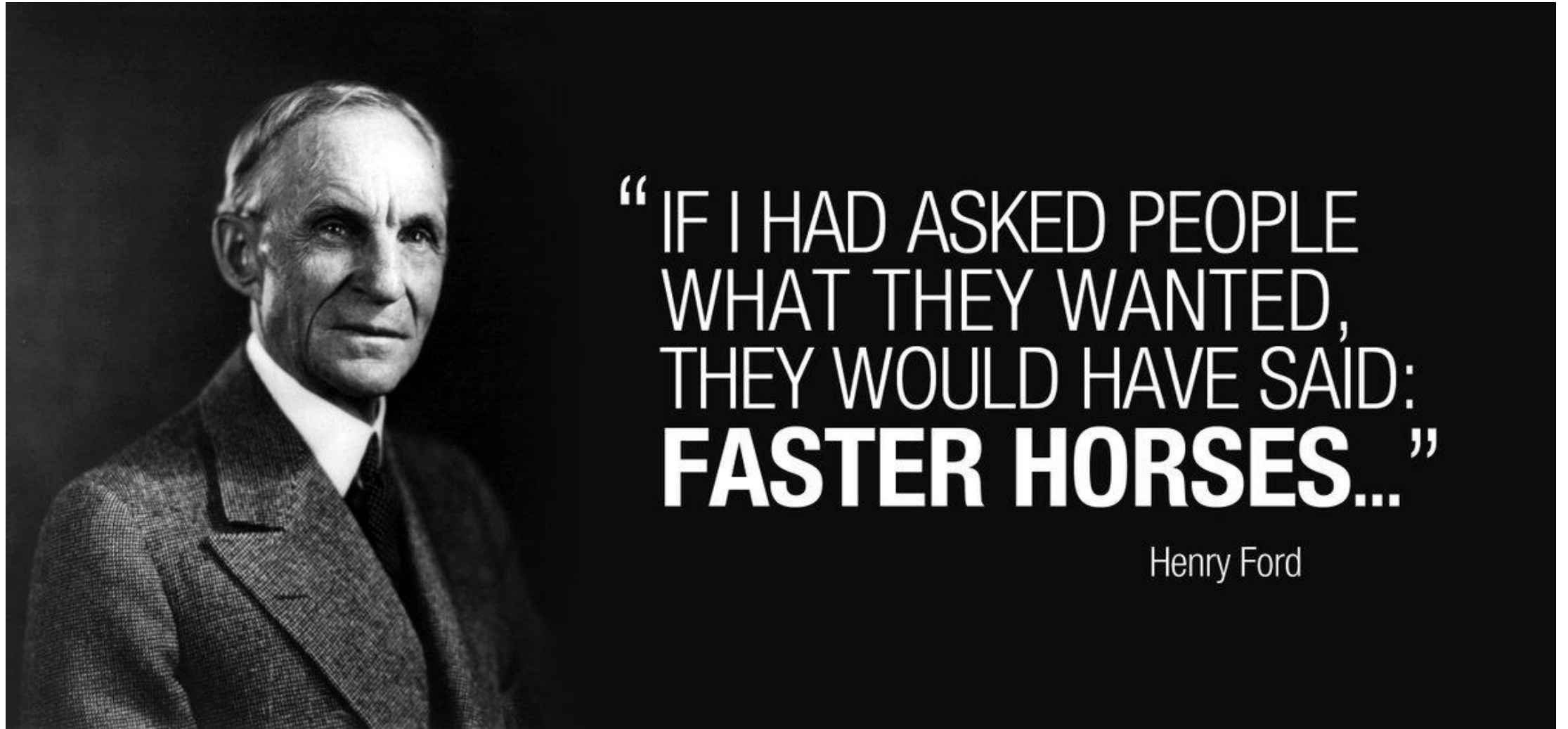# Tell me what you want, what you really really want

Finding meaningful answers on a tight budget

Ann Thymé-Gobbel & Charles Jankowski

Director of UI/UX Design, Stealth Startup

Conversational Systems Expert

Should we ask users what they want?

"IF I HAD ASKED PEOPLE WHAT THEY WANTED, THEY WOULD HAVE SAID: FASTER HORSES..."
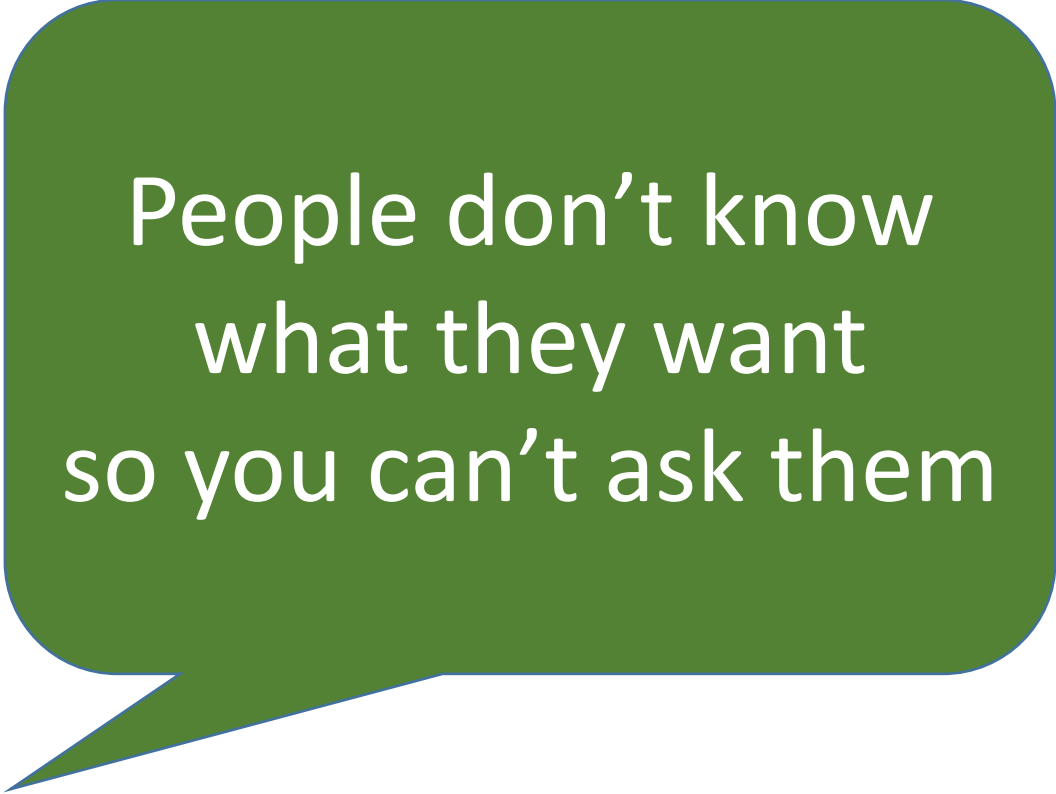
Henry Ford

Should we ask users what they want?

"It's really hard to design products by focus groups. A lot of times, people don't know what they want until you show it to them."
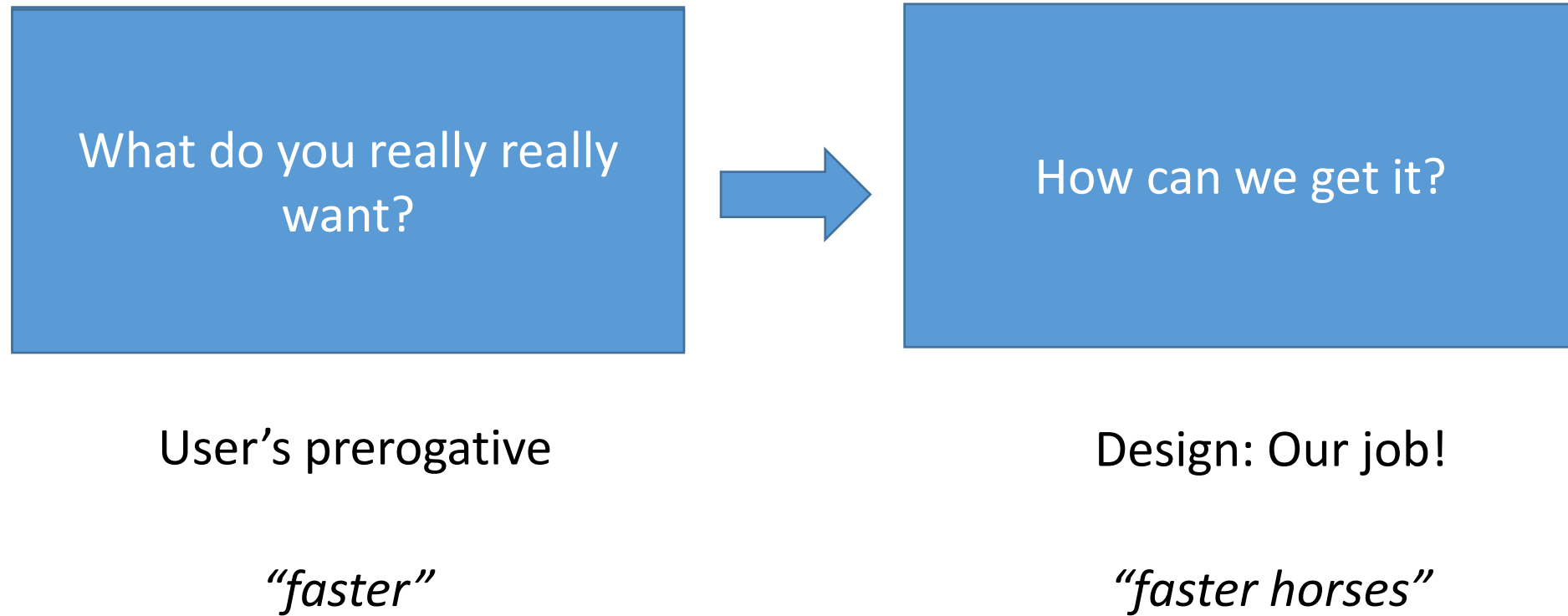
- Steve Jobs

Break it down

What do you really really want? → How can we get it?

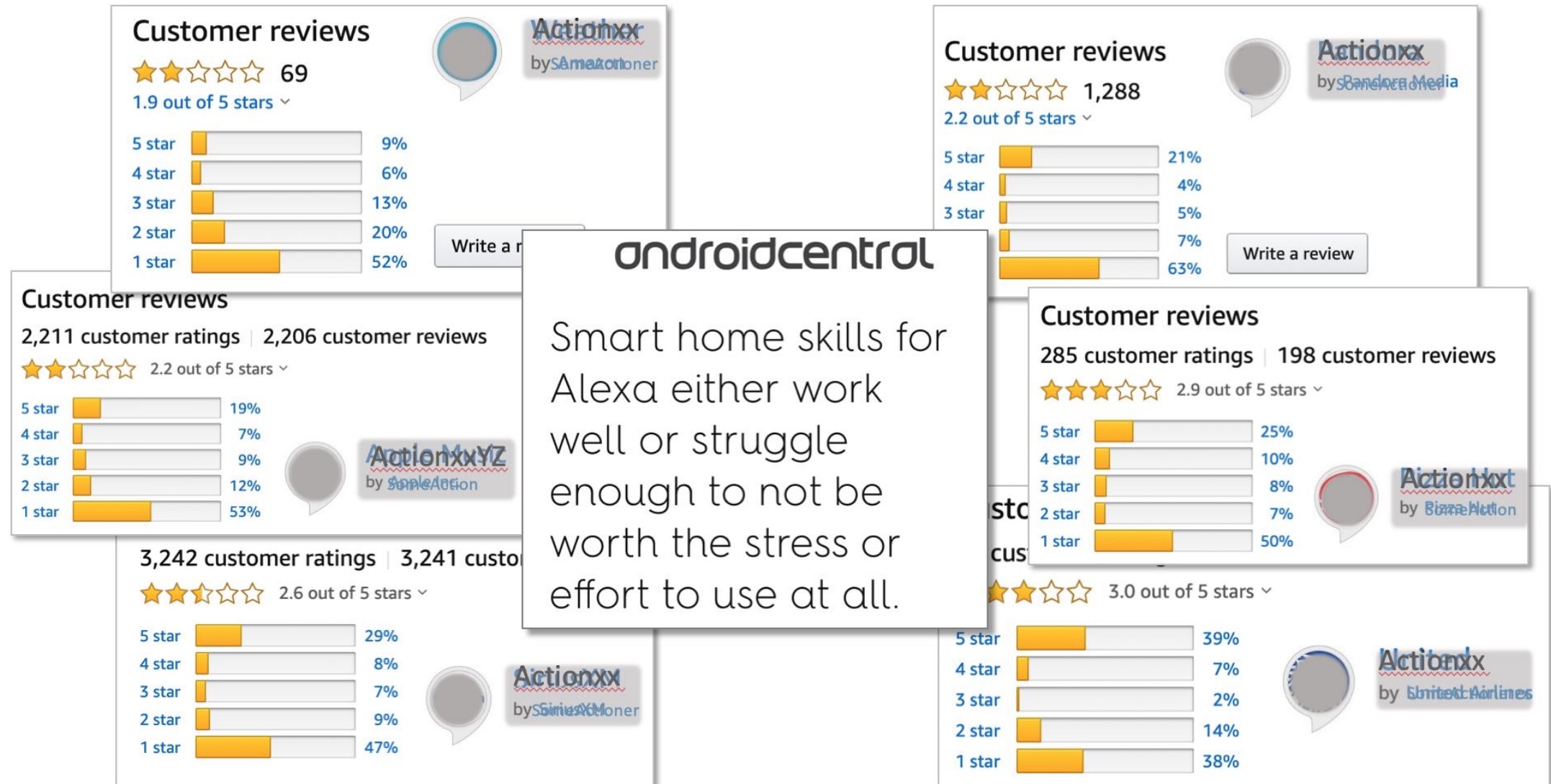User's prerogative

"faster"

Design: Our job!

"faster horses"

They DO tell you – and you SHOULD listen

1. Product reviews
2. Surveys
   - Offline
   - In app
3. Collected utterances
   - In-grammar
   - Out-of-coverage

1. User product reviews

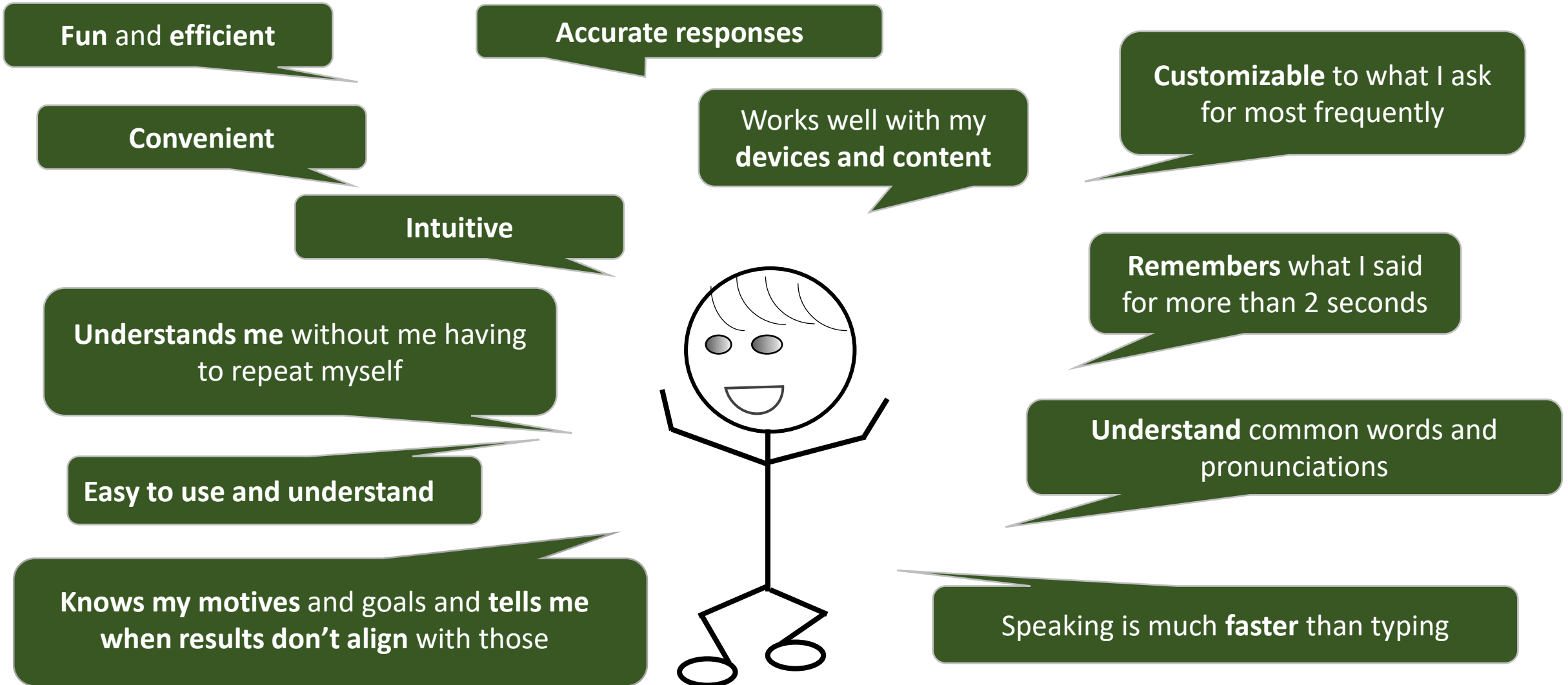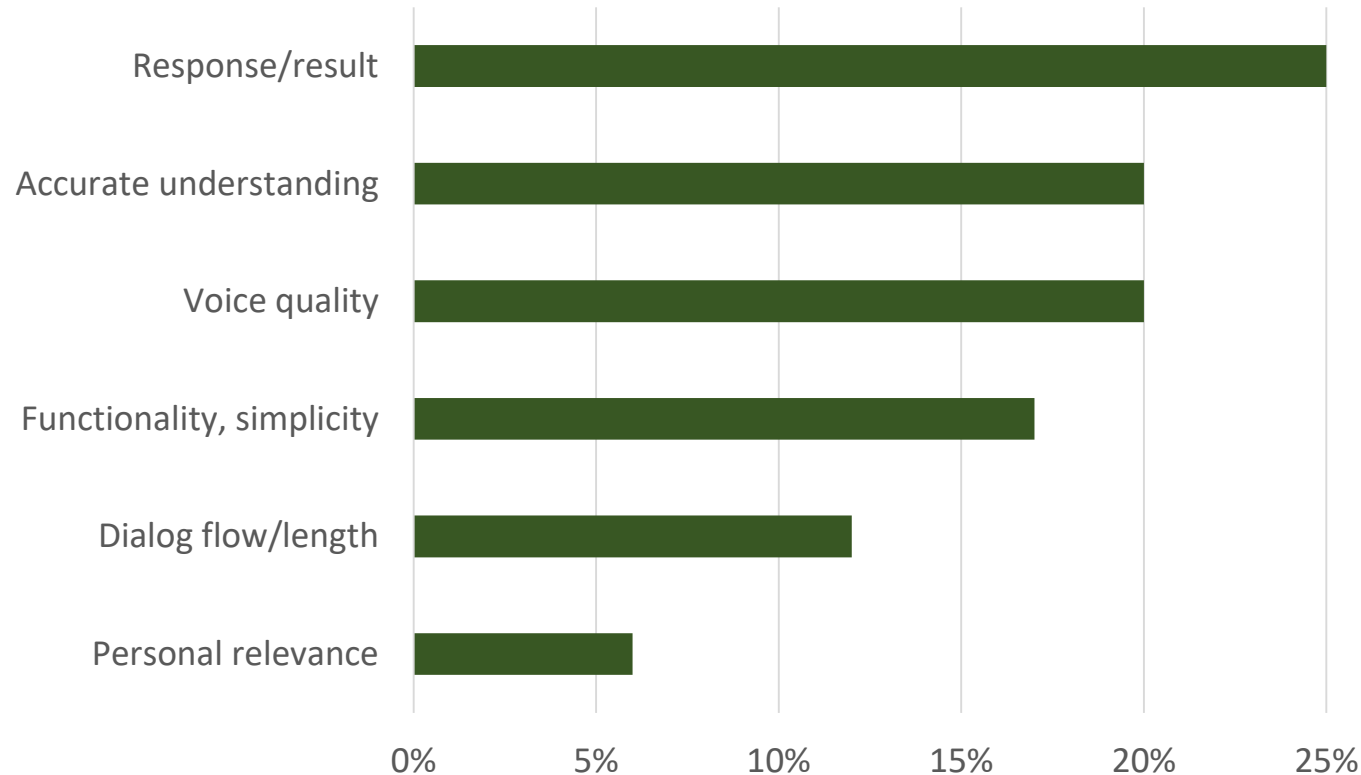| |
|---|
| ACME just added 104 new **channels that don't have numbers only names** and **Alexa doesn't recognize** or play any of them. please fix this immediately |
| I've noticed that Alexa **does not understand** me when I ask her to **change a station** on my favorites list. |
| ACME is **not available in your region**? This "region" crap makes me mad. |
| The skill is **available only in the US**. Some **devices aren't compatible**. You **can't play from your library** unless you put all of the songs in a playlist. |
| Sometimes the **song will suddenly SKIP** to the next song. It doesn't matter if it is your playlist or a radio station. This really annoys me, and it is what prevents me from switching to ACME completely. |
| I wish more streaming services allow you to upload and **play local music** like ACME. |
| A few notes to improve the customer experience and bring this to 5 stars:
• **Shuffle feature for playlists** and albums.
• Ability to **add songs to the library** or to a specific playlist. |
| **Improve voice commands**. (Example: I say "Alexa, play Dance radio" and she says "Playing DNCE radio"). Not sure if this is a bug on Amazon or Apple. I'm speaking clearly, but the only way I can get it to work now is by spelling out the word dance. |

2. Surveys

- Offline
  - Crowdsourced

- In app
  - Thumbs up/down

What users say they like & want

Fun and **efficient**

Accurate responses

Customizable to what I ask for most frequently

Convenient

Works well with my **devices and content**

Intuitive

Remembers what I said for more than 2 seconds

Understands me without me having to repeat myself

Understand common words and pronunciations

Easy to use and understand

Knows my motives and goals and **tells me when results don't align** with those

Speaking is much **faster** than typing

-- Users of voice assistants

What users say is important for voice

- Categorized 150 freeform responses "Describe the traits of your ideal voice assistant"

- Response / result
  - Correct fulfillment
  - Accurate & relevant
- Accurate understanding
  - Understand meaning
  - Recognition accuracy
  - Little/no retry
- Voice quality
  - Style, speed, intelligibility
- Functionality, simplicity
  - Expected features
  - Easy to use
- Conversation
  - Intelligent flow & follow-up
- Personal relevance

What users say they get

Is she _spying_ on me?

Don't _waste my time_.
And _don't tell me about stuff_
I didn't ask about either.

So _chatty_... she _doesn't listen_!

She should _know something_
about me by now

Commercials show you able to ask anything. But it responds with not knowing what I'm talking about even when it understands the words.

Give me what I want, or _tell me why you_
can't. Don't act like you're giving me what I asked for when you're not!

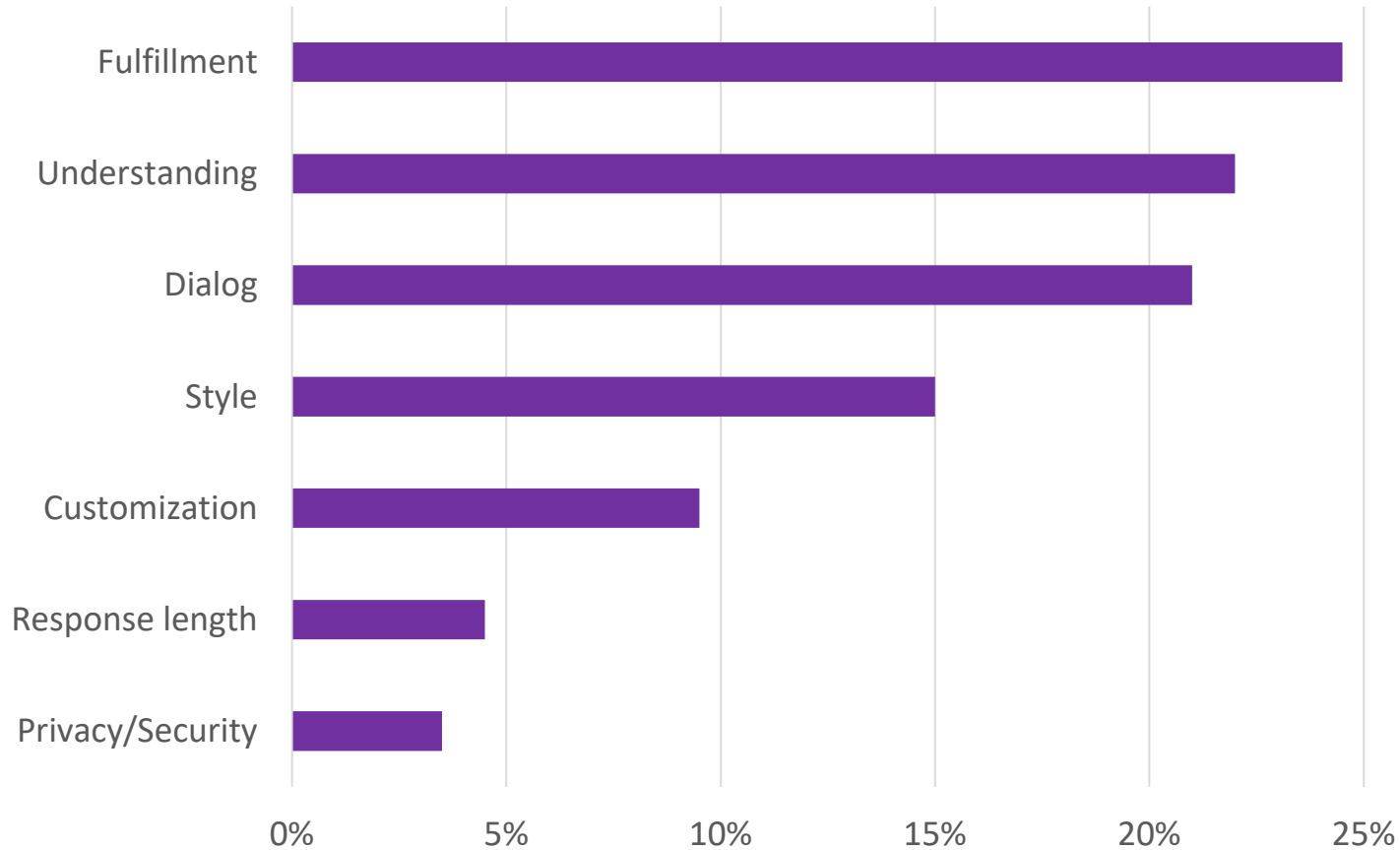It _doesn't understand_ what I say half the time.

She goes brain-dead as soon as she stops talking.
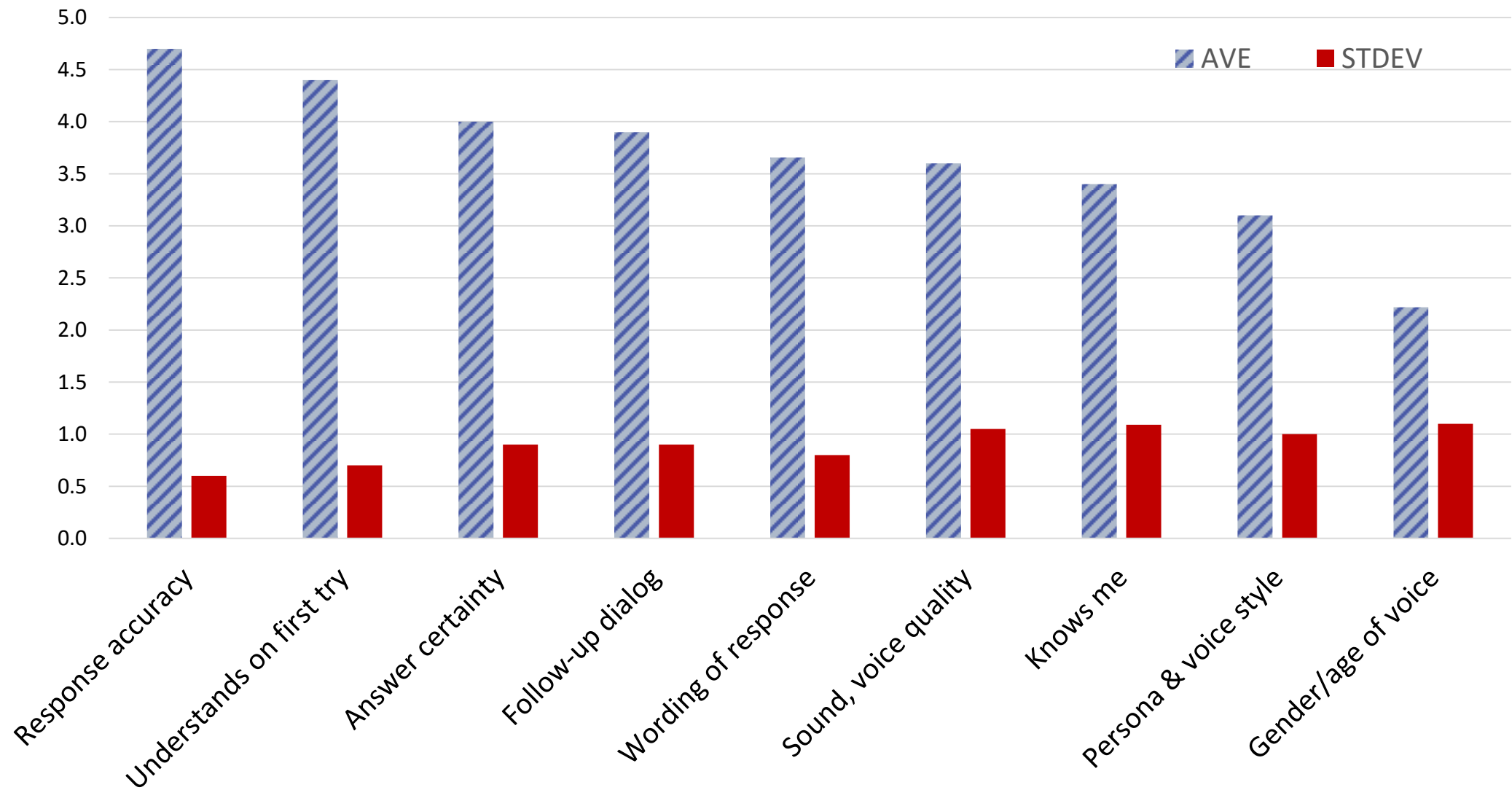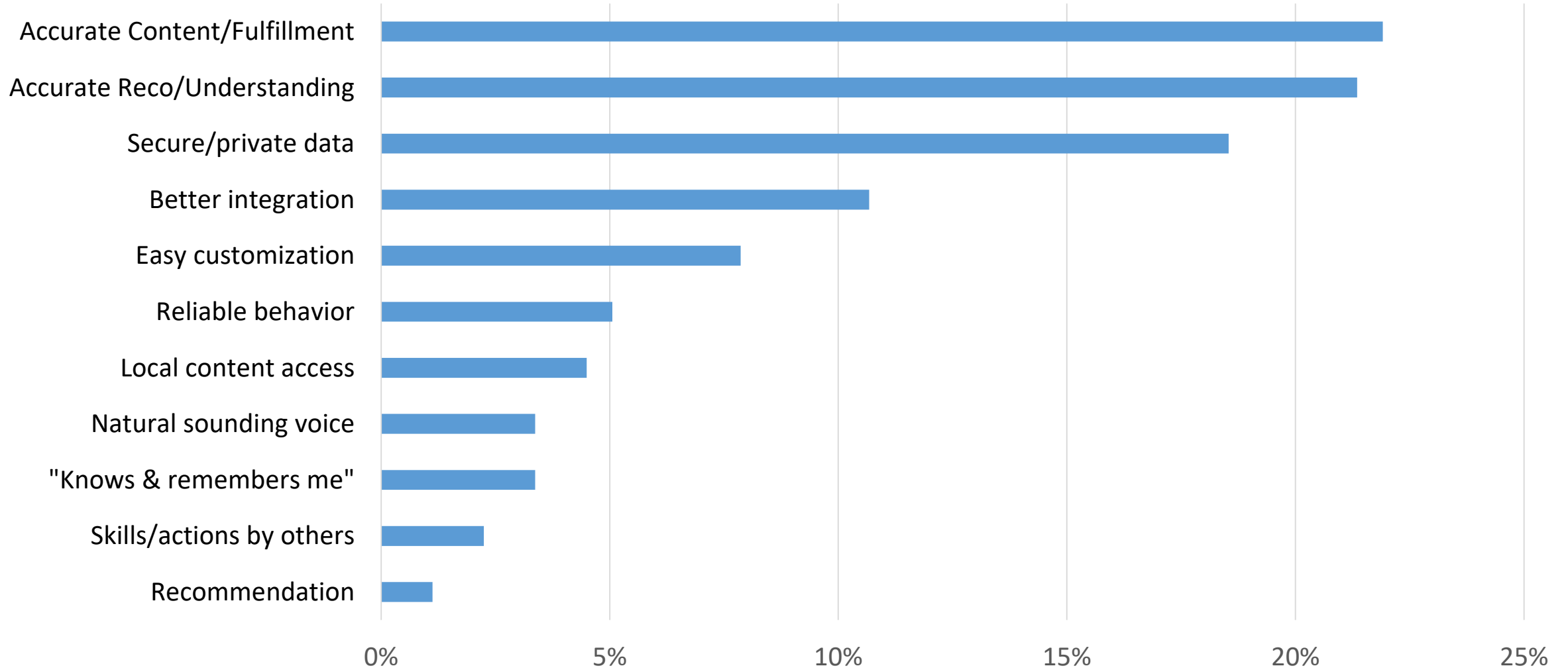
-- Users of voice assistants

Users' top dislikes

Categorized 80 freeform responses "What do you like LEAST about voice assistants?"

- Poor result
  - Wrong content or info
  - Unhelpful / misleading response
- Not being understood
  - Poor recognition
  - Poor mapping to meaning
  - Not knowing what to say
- Over-simplistic, unnatural dialog
- "Wrong" tone / style
- Poor customization
  - Incorrect default assumptions
  - Lack of choice
- Too wordy
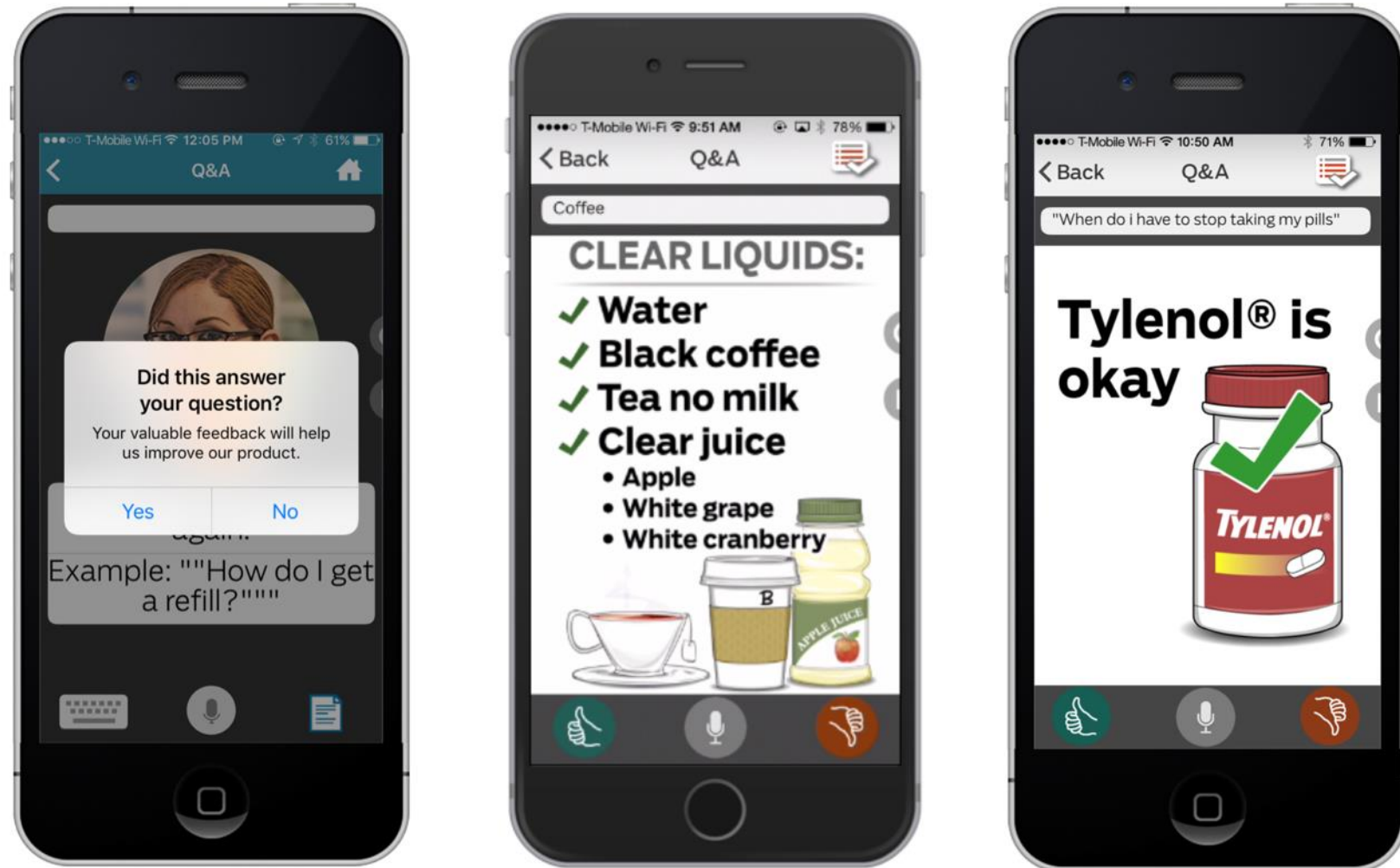- Privacy/security concerns
  - False trigger

How important is _ to your enjoyment of voice? (1-5)

What would make you <u>more likely</u> to want to speak to virtual assistants and devices?

Accurate Content/Fulfillment	~22%
Accurate Reco/Understanding	~21.5%
Secure/private data	~18.5%
Better integration	~10.5%
Easy customization	~8%
Reliable behavior	~5%
Local content access	~4.5%
Natural sounding voice	~3.5%
"Knows & remembers me"	~3.5%
Skills/actions by others	~2.5%
Recommendation	~1%

0% 5% 10% 15% 20% 25%

In app feedback

3. Utterances

Add trip to Mexico to calendar for July 5 at 7 am.

Adjust temperature to bedtime setting

Answer the phone.

Are there any festivals nearby this weekend?

At 7:00 PM I would like to stop the music I have going on now and play something classical for the dinner table.

Automatically mute when someone knocks on my door.

Bake at 350 degrees.

Block all R rated movies

Buy the soundtrack from Straight Outta Compton.

Buy this album

Buy this song from itunes.

Call me a taxi.

Call mom.

Call this person

Can you fast forward this song?

Cancel my appointment today

Change alarm to play Enter Sandman.

Change station to ABC after the Giants game ends

Why it matters

- Promises and expectations are high
- Performance affects trust and future use

> "*The assistant can't answer my questions half the time but I'm supposed to trust it to help me with something involving money?*"
>
> --Female, 26

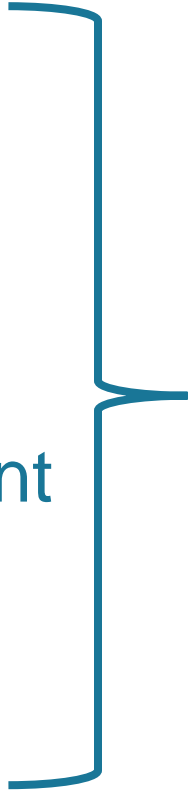www.pwc.com/us/en/services/consulting/library/consumer-intelligence-series/voice-assistants.html

Alexa and Google Assistant have a problem: People aren't sticking with voice apps they try

Discovery and retention issues are both challenge and opportunity.

By **Jason Del Rey** | **@DelRey** | Jan 23, 2017, 6:00am EST

Users expect…

- Accurate relevant results
- Information from reliable sources
- Enjoyable conversations in their language
- Easy setup, use & upkeep
- Having <u>their</u> needs met in <u>their</u> environment
- To be remembered
- Private & secure interactions

To feel understood
&
be able to trust

To achieve understanding & trust…

- Identify users' pain points and goals
  - Use <u>all</u> valid data
    - What they tell you
    - What you observe
  - Weigh data based on source
- Analyze
- Create solution within scope of tech

Summary

- Collect and consider <u>all</u> data
  - And track its source
- Observe your users
  - And ask them about their pain points and goals
- Interpret user responses
  - And ask them!
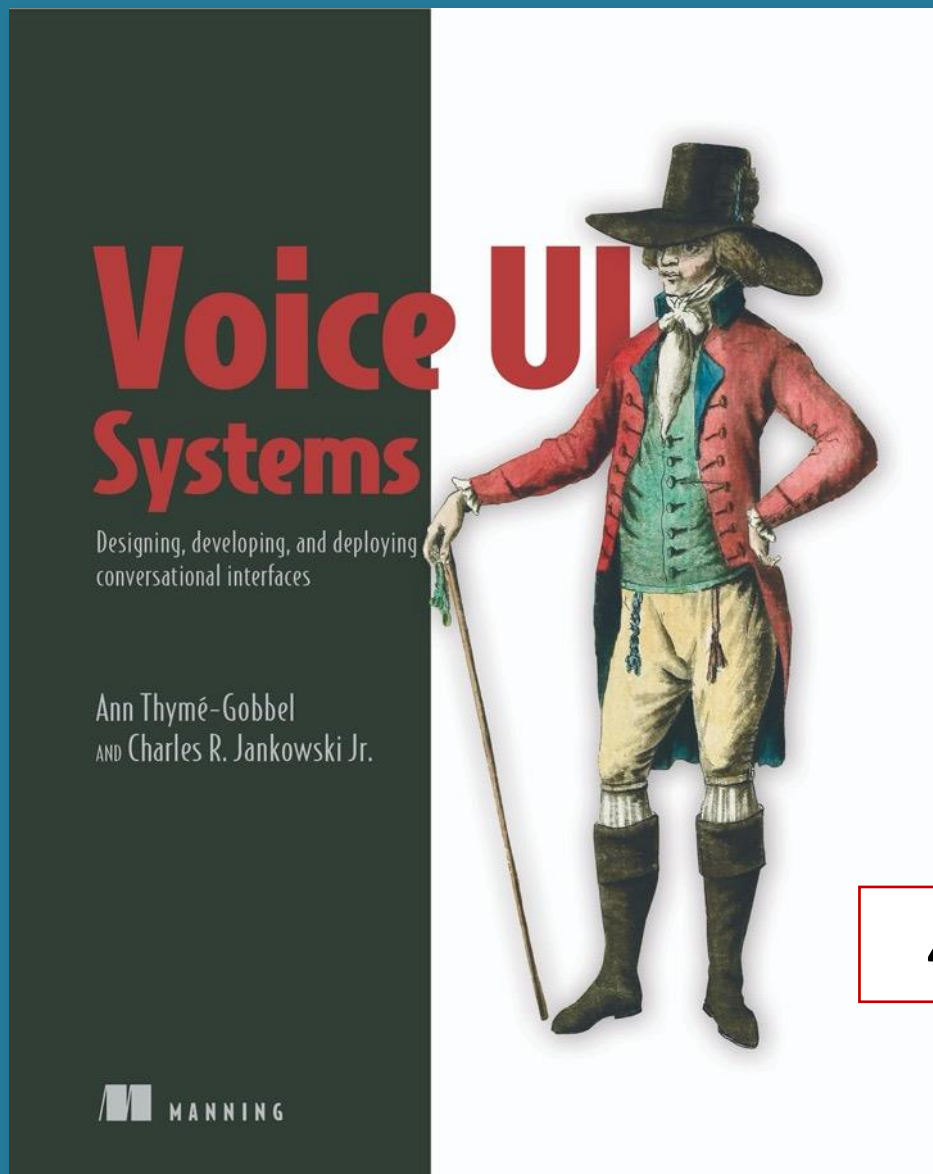
40% off code: ctwconint20

Alexa seems to **give the wrong weather** regularly. Today it is not supposed to rain till around 11p. 10a and we have heavy rain clouds coming in. I ask every morning and regularly it is off.

It reports information for the **wrong city** need to be fixed or give the possibilities of changing it.

Celsius not Fahrenheit - predicts and shows **temperature in wrong format** with no way to change it.

Alexa reported cloudy and 85 at 3:50 PM. Actual is clear all day and a toasty 93. Please check your weather source info.

It would be **great to know wind speed, wind chill**, **chance of rain** and when it may rain/sleet/snow.

I live in el Salvador central America, I **can't put any address in my country**.

Even after I type in my address, it gives me the **weather for a different city** so I'm not sure how this is supposed to be helpful to me...

We specify city and country and Alexa says **she doesn't understand**. I look in the app and the words are correct.

Would be great if we could **ask about weather in certain zip codes**. The weather is completely different from downtown San Diego, the beaches, and inland desert areas of San Diego.

She gives me the weather for a city 60 miles away. I can not change it. And when I ask for weather for my city, she can not find it.

I moved to Australia ... the weather doesn't have any option for **Australian post codes or addresses**. :(