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April 22, 2010
The evolution of voicemail

- Voicemail
- Visual Voicemail
- Voicemail to Text (via email, SMS)

1995-2007
2008
2010
2011 +
The ‘old’ way is painful

- Many key presses
- Can’t tell who called
- Long & tedious messages
- Audio is often inappropriate
- Can’t search
- No archive
- Take notes (by hand)
How to improve voicemail

- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly
- Search-able
- Archive-able
Visual voicemail is better, but…

- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly
- Search-able
- Archive-able
Voicemail-to-SMS is an improvement

- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly

- Search-able
- Archive-able
Voicemail-to-email even better

- Reduce number of steps
- Quickly see who called
- Scan (read) messages quickly
- Search-able
- Archive-able
The evolution of voicemail

2000 - 2007

Voicemail

2008

Visual Voicemail

2010

Voicemail to Text (via email, SMS)

2010 +

?
Making visual voicemail truly visual

Voicemail with transcription in a single user interface
Unification

Email + Voicemail with transcription in a single user interface
Voicemail-to-text = ubiquity

• Consumers have a BIG problem
• We have a solution
• UX: evolving from VERY GOOD to AWESOME