Natural Language: Designing the Voice Interface of Tomorrow

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Major Trends

• Phone calls in decline but voice on the rise – voice is everywhere!

• Easy to build (many tools available out there) but hard to design (currently very low scores, many chatbot horror stories)

• Conversation not only interface but marketplace and value creation – they enable more value creation than just transactions
Omnichannel story
Getting a cup of coffee

• Smart speaker – ask for best coffee shop nearby
• Live assistance – call store to place order
• SMS – order confirmation
• Mobile assistant – get directions
• Store visit – pick-up coffee
• Watch or phone – make payment
The Omnichannel User Journey

• Consider context – context drives channel, consider each channel implications

• Build relationship – 1:1 brand

• Don’t have to act human to be human-centered – it’s about helping humans get their jobs done with the least possible friction
Designing for the Future

- No one truly doing Omnichannel yet – BIG opportunity for you!!
- Understand users, Empathize – look at your user’s needs, pains, goals and context
- Single Data Repository – in the area of AI, so far the key is data to build models and predictions
- Define Omnichannel strategy – strive for a continuous conversation with your users, that leverages current context as well as past interactions
- Intelligent Conversational UI – Analytics (Data) + Prediction + Conversational design (Proactive and Predictive)
Thank you