Siri: 6 Months Later

Ahmed Bouzid
Senior Director, Product
Siri: The Story So Far

July 2003
- DARPA Selects SRI to lead the Personalized Assistant that Learns (PAL) Program. SRI and a team of 20 leading research organizations are awarded $22M over five years to develop software, dubbed CALO to revolutionize how computers support military and other decision-makers. *It is considered to be the largest artificial intelligence project in history*

December 2007
- SRI spins off Siri, Inc. to bring the technology to consumers

October 2008
- Siri, Inc. announces it has raised an $8.5 million Series A financing round, led by Menlo Ventures and Morgenthaler Ventures

November 2009
- Siri, Inc. raises a $15.5 million Series B financing round from the same investors as in their previous round plus Hong Kong billionaire Li Ka-shing

February 2010
- Siri, Inc. launches its Virtual personal Assistant app for the iPhone 3GS

April 2010
- Apple acquires Siri, Inc. from SRI

Full timeline available at sirinotes.com
Siri: The Story So Far

October 2011
- Oct. 4: Arrival of iPhone 4S and Siri Announced
- Oct. 5: Steve Jobs passes away

November 2011
- Nov. 4: First major Siri Outage
- Nov. 6: Google Eric Schmidt admits that Siri is a threat to Google model
- Nov. 7: Proxy hacks into Siri begin to emerge
- Nov. 9: Reports that Amazon bought Yap!
- Nov. 16: Husband and wife Siri video
- Nov. 17: Robin Williams Siri video
- Nov. 21: Proxy control of thermostat
- Nov. 23: Microsoft claims they had Siri like technology a year ago
- Nov. 30: Abortion controversy

December 2011
- Dec. 2: Thousands petition Apple on Abortion issue
- Dec. 12: Rumors of Google Majel start circulating
- Dec. 14: Google buys Clever Sense -- developer of Alfred Assistant App
- Dec. 20: Nuance buys vLingo
- Dec. 23: Santa video hits the air

January 2012
- Jan. 2: AsksZiggy comes out on MSFT Store
- Jan. 4: Siri mentioned in TV Show Big Bang Theory
- Jan. 24: Evi arrives in Apple Appstore and Google Marketplace

February 2012
- Feb. 24: Mercedes Benz announces integration with Siri
- Feb. 27: Rumors that Apple is removing Evi from App Store
- Feb 28: Apple clarifies publicly that Voice Assistants are fair game and that they will work with Evi team

March 2012
- Mar. 3: Rumors that Google will call its voice assistant “Assistant” to be released in Q4, 2012
- Mar. 7: No Siri on iPad 3

Full timeline available at sirinotes.com
Siri Reception: Mainstream

OS Share of Smartphone Sales

Source: The NPD Group, Consumer Tracking Service, Mobile Phone Track
Siri Reception: Users

Comparison: iPhone Satisfaction Ratings
iPhone 4S vs. iPhone 4

- Very Satisfied
- Somewhat Satisfied

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<thead>
<tr>
<th></th>
<th>iPhone 4S Owners</th>
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<tr>
<td>Nov 2011</td>
<td>77%</td>
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<td>Jul 2010</td>
<td>19%</td>
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Siri Reception: Users

Apple iPhone 4S - Likes
What do you like best about your iPhone 4S?

- Siri Digital Assistant: 49%
- Ease of Use: 39%
- 8 Megapixel Camera with LED Flash: 33%
- Faster Web Browsing: 24%
- Screen Resolution: 23%
- iCloud Service: 19%
- Third Party Applications: 13%
- Ability to Sync with Multiple Computers: 11%
- Multitasking: 11%

"Siri’s ability to work with natural language is impressive." -- *Time Magazine, Oct. 5, 2011*

"Crazy good!" -- *New York Times Oct. 11, 2011*

"It isn't perfect, and is labeled a beta, but it has great potential…." -- *Wall Street Journal, October 12, 2011*

"Even with her blemishes, Siri is pretty darn cool." *USA Today, October 12, 2011*
"A fun and useful feature that we imagine many people will like." -- c/net, Oct. 4. 2011

"I was impressed by Siri’s ability to understand the context of conversations." – Macworld, Oct. 11, 2011

“Siri is a sassy little thing.” – PC World Oct. 17, 2011

“Siri is the real start of the anthropomorphisation of the computer.” – PC Advisor, Dec. 8, 2011
"[Siri is] like a birthday party — not quite what you’d hoped for." -- Jonathan Crook, techcrunch, Nov. 2, 2011

"And then there’s Siri, which is completely underwhelming." -- Jason Kincaid, techcrunch, Dec. 4, 2011

"Instead of an intelligent assistant I found a lie, and worse, a broken promise." -- Matt Honan, Gizmodo, Dec. 5, 2011

"[T]he whole thing still isn’t up to Apple’s usual level of fit and finish." -- Daring Fireball, Dec. 5, 2011
Siri Reception: Speech Industry

Speechtek Magazine: Somewhat Muted (3 Articles in 3 months)

VUIDs Group: Somewhat Muted (8 Posts in 5 months)

- “Apple’s Siri voice assistant is a breakthrough product that will raise the bar on integrating speech recognition and text-to-speech synthesis with applications.” *Bill Meisel, Oct. 16, 201*
Siri: Main Complaints

- Speech Recognition Accuracy
- Uptime
- No offline mode
- Can’t control volume
- Overrides Silence Mode
- Language/Accent is tied to location: Can’t use British English to do a business search (“Closest coffee shop”) in the US
“Apple's Siri is a significant development—a voice-activated means of accessing answers through iPhones that demonstrates the innovations in search. Google has many strong competitors and we sometimes fail to anticipate the competitive threat posed by new methods of accessing information.” -- *Eric Schmidt, Google Executive Chairman, Nov. 2011*
“I don’t believe that your phone should be an assistant," the Android chief said in an interview on Wednesday. "Your phone is a tool for communicating. You shouldn’t be communicating with the phone; you should be communicating with somebody on the other side of the phone.” -- Andy Rubin, Head of Android, Google, Oct. 21, 2011
"[Y]ou could argue that Microsoft has had a similar capability in Windows phones for more than a year... [But] we probably could learn something on the marketing side.... In a sense, many people were disappointed with the [iPhone 4S] because it wasn't a completely new thing, so the only thing [Apple] really had to hammer on was [Siri].... Maybe we need to pick a feature and hammer on it harder.” -- Craig Mundie, Microsoft Chief Research and Strategy Officer. Nov. 2011
# Siri and Her Sisters

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<tr>
<th>Assistant</th>
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Apple: Stop Promoting Anti-Abortion Extremism

By Nita Chaudhary (Contact)

To be delivered to: Tim Cook, CEO of Apple, Apple, Apple PR, and iPhone 4s

Apple: Stop promoting anti-choice extremists. If a user asks for family planning services, they should be directed to a group that offers full services, like Planned Parenthood—not to a hard-right clinic with an extremist agenda.

Siri, iPhone’s new voice assistant, won’t tell you where you can get an abortion or even emergency contraception—instead she’ll promote anti-abortion pregnancy “crisis” centers. But let’s say you need an escort service? Siri can help you with that, no problem.

NEW goal - We need 40,000 signatures
There are currently 33,099 signatures

Previous petition signers:
Hoax: Siri Controlled by Brain
Looking Ahead….

- How will Siri get “Better”?
- Google Assistant coming in Q4
- What is Microsoft Doing?
- How about Third-Party Assistants?