Evangelizing Voice
Lessons learned in design innovation

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Our journey & 5 practical steps to evangelize.
Need to promote VUI

We are here
NUI NOW

Command Line Interface (CLI)

Graphical User Interface (GUI)

Natural User Interface (NUI)

Voice User Interface (VUI)
Our plan to evangelize VUI

explore

experiment

inspire

partner
and this is what we learned.
5 practical steps to evangelize

1. Jump on a train in motion.
2. Know your audience.
3. Build a foundation of knowledge.
4. Make it tangible.
5. Make it their own.
1. Jump on a train in motion

Deliver
Awesome

NUI
Natural User Interface

top

bottom

@stephengay
@hungrybeverly
2. Know your audience.
3. Build a foundation of knowledge

3 VUI Behaviors

Integration Complexity

Customer Benefit

THE ASSISTANT

THE GOPHER

THE SECRETARY
3. Build a foundation of knowledge

4 VUI Opportunities

- Hands Free
- Extra Hand
- Shortcuts
- Humanize
Use voice to bypass clutter

Convey several details in just one breath

Launch Yelp

Enter query

View results

Apply filters / sorts

View results

stephengay

hungrybeverly
3. Build a foundation of knowledge

Design principles for voice interfaces

How to be a great conversationalist:

1. Get to know each other
   Introduce yourself and establish communication preferences.

2. Be approachable
   Make it easy for users to start the conversation at any time.

3. Listen closely
   Show that you’re listening, through both words and actions.

4. Mind your manners
   Be responsive and socially sensitive in your interactions.

5. Talk like a native
   Convey meaning by what you say and how you say it.

6. Adapt your speaking style
   Anticipate what kind of conversation will suit the situation.
4. Make it tangible

Internal prototypes

External examples
5. Make it their own

- Hands Free
- Extra Hand
- Shortcuts
- Humanize
5. Make it their own
5 practical steps to evangelize

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Thank you