Core Elements of Multi-modal Voice Applications
Can You Speak Magic?

MojoLingo

Voice Applications That Work Like Magic
Core Elements of Multi-modal Voice Applications
THE FIVE ELEMENTS

A Multi-modal Voice Application should be...

• Adaptive
• Fluid
• Contextual
• Trustworthy
• Reference-able
Adaptive
BEING ADAPTIVE
Fluid
BEING FLUID

• Start with Text
• Switch to Voice
• Share Information
• Switch devices and continue
Contextual
Right Now:

What is the weather today?

Partly Cloudy
Wind: 8 mph (N)

64°

Send a tweet...

Check in at...

Get me a table for two...

Who won the game last night?

When is my next appointment?

What is Google trading at?

ZZZZZZZZZZZZZZZ
How many sales reps are still in homes?

How many callers are in the queue right now? 13

How much have we sold so far this month?

Add my manager to this call

When is the next available appointment?
<table>
<thead>
<tr>
<th>Time</th>
<th>User</th>
<th>Message</th>
</tr>
</thead>
<tbody>
<tr>
<td>11:04 AM</td>
<td>Kraig S</td>
<td>3-digit extensions are not affected. Looks like they may be back. I just dialed out from a 4-digit extension.</td>
</tr>
<tr>
<td>11:06 AM</td>
<td>Luca P</td>
<td>ok, good</td>
</tr>
<tr>
<td>11:08 AM</td>
<td>Alex P</td>
<td>@lpradovera do we know why asterisk jammed up?</td>
</tr>
<tr>
<td>11:09 AM</td>
<td>New Relic</td>
<td>Revision 63cb303 deployed to Nitro (DEV1) by jenkins</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* Gerald A               : Fix specs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* Gerald A               : Fix specs.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>* Wade W                 : Fix spec</td>
</tr>
<tr>
<td></td>
<td></td>
<td>For details, see <a href="https://rpm.newrelic.com/accounts/17655/applications/3290595/deployments/1461495">https://rpm.newrelic.com/accounts/17655/applications/3290595/deployments/1461495</a></td>
</tr>
<tr>
<td>1:49 PM</td>
<td>New Relic</td>
<td>Alert open: Error rate &gt; 5.0%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>App: [Nitro (QA)]</td>
</tr>
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</tr>
</tbody>
</table>
I want to know about A#2134566

8/13/2014 6:30p EDT

Est Appt 2134566
Michael
Home
Michael's Cell
Prospect Park, PA 19076
H#249818 PA
Roofing + Siding
JOB SIGN
Trustworthy
TRUSTWORTHY

• Don't surprise the user!
• Don't share the data with unexpected recipients
• Help users make smart choices where required (with sane defaults)
• If identity is asserted, it should be user-centric and strong
Reference-able
REFERENCEABILITY

• Make Interactions Shareable
• Every conversation has a URL that:
  • Is permanent & unique
  • Represents the latest state of the communication or request
  • May contain content alternatives: *recording + transcription + annotation*
  • Is searchable & downloadable
  • Can be shared (respecting privacy limits)
How do they stack up?
HOW DO THEY STACK UP
SKYPE

• Adaptive ✓
• Fluid ✓
• Contextual ✗
• Trustworthy ✓
• Reference-able ✗
HOW DO THEY STACK UP
GOOGLE HANGOUTS

• Adaptive ✔
• Fluid ❌
• Contextual ❌
• Trustworthy ✔
• Reference-able ✔
HHow do they stack up
SIRI

• Adaptive  
• Fluid  
• Contextual  
• Trustworthy  
• Reference-able
HOW DO THEY STACK UP

amazon echo
ECHO

• Adaptive ✓
• Fluid ✓
• Contextual ✓
• Trustworthy ✗
• Reference-able ✗
Can You Speak Magic?

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bklang@mojolingo.com

MojoLingo
VOICE APPLICATIONS THAT WORK LIKE MAGIC

http://mojolingo.com
@MojoLingo