KEY LIME INTERACTIVE™
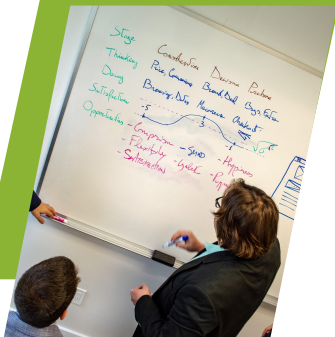
is a user experience research and design agency, with a
sweet spot for emerging technology

We deliver strategic insights, advice, and ideas that help
enterprise companies understand their customers' needs and move the needle in terms of
customer experience differentiation.

Strategists

Researchers

Designers

Thought Leaders

Miami ● New York City ● Boston ● San Francisco ● UX Fellows Alliance (26 countries)

TRUSTED BY 100+ **ENTERPRISE** CLIENTS ACROSS MULTIPLE INDUSTRIES
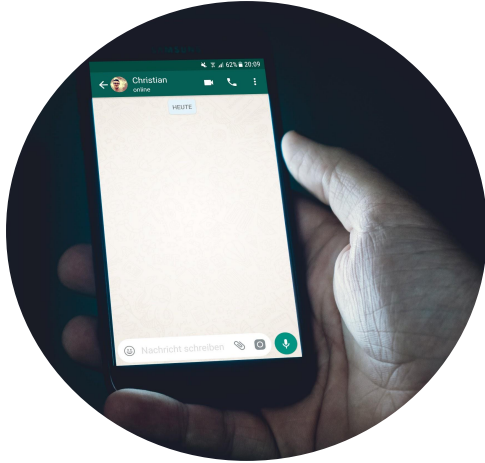
YOU X VOICE TECH

What brings you here today?

How to Make People Fall in Love with Your Voice Technology

Today's Voice Tech Talk

➔ **How to Make People Fall in Love with your Voice Technology**

➔ **Benefits of Voice**

➔ **How Voice can help your business**

➔ **5 Tips for successful Voice products**

➔ Worksheet with **tips & resources** from this masterclass

➔ Recording to **share**

Voice Tech in Everyday Life

Voice-to-Text Dictation

Voice-Controlled Lighting

Voice-Initiated Kitchen Timer

Voice Tech Talk

Benefits of Voice

FOR CONSUMERS

ACCESSIBILITY

INTUITIVE

FAST

MULTITASKING

REMOVES FRICTION

FOR BRANDS

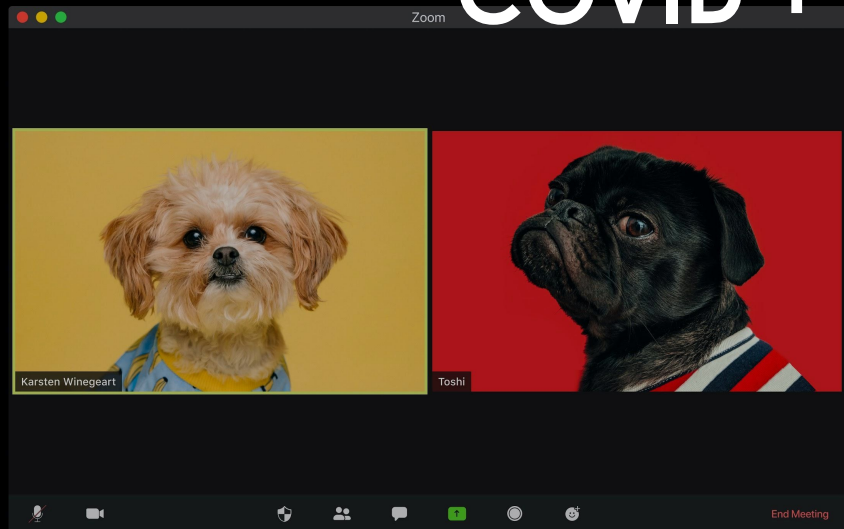NEW MARKETING CHANNELS FOR CUSTOMER ACQUISITION

GROW BRAND AWARENESS THROUGH PERSONALIZED EXPERIENCES

STREAMLINING OPERATIONS

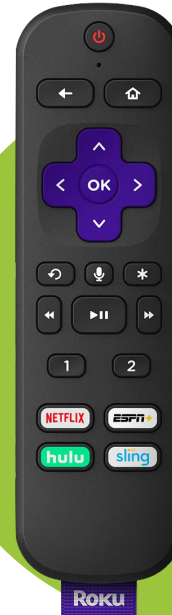INCREASE BRAND ACCESSIBILITY

COVID + VOICE TECH

VOICE TECH TALK

How voice can help your business

Use voice-enabled apps and platforms to drive increased engagement

Voice is great for storytelling and creating personalized brand experiences for your customers

NETFLIX

X

STRANGER THINGS

Voice experiences
gone bad

YOU **X** VOICE TECH

What are your frustrations with Voice Tech?

VOICE TECH TALK

5 Tips for successful Voice products

1 Pair Voice with complementary brand touchpoints

Consider how you might design voice experience across different surfaces

➔ **VOICE ONLY**
Focus on the quality of the audio content
Example: **Smart speakers**

➔ **VOICE FORWARD**
Voice is the primary way of interaction and visual elements are added for support
Example: **Voice assistants built into cars**

➔ **MULTIMODAL**
Different modalities can be used based on what works best in the situation
Example: **Voice search**

2 Map the 360 Voice experience

Many principles for designing for visual interfaces also apply for designing for voice interfaces

➔ **HOW, WHEN AND WHERE WILL IT BE USED?**

➔ **IDENTIFY THE CONSTRAINTS**

➔ **DETERMINE THE SOLUTION**

➔ **TEST AND ITERATE**

3 Know what will make or break the CX

Understand barriers for using voice tech and how to overcome them

➔ **PRIVACY CONCERNS**
Be **transparent** about what data is collected
Create a **consistent brand experience** across channels that people recognize and builds trust
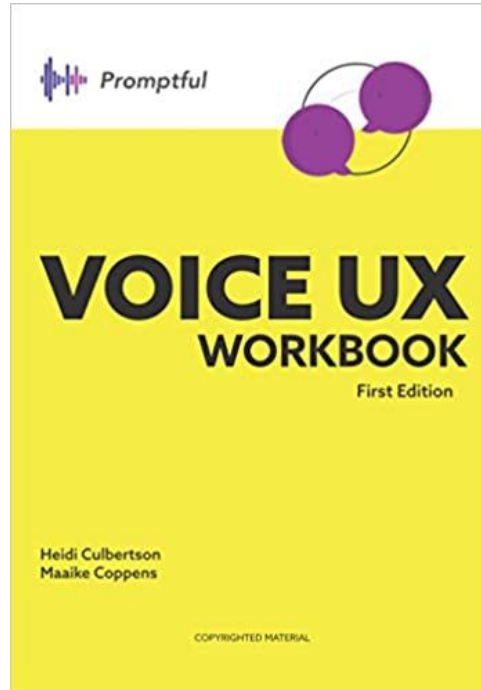**Distinguish between the platform and the skill** using a custom voice

➔ **LACK OF SKILLS**
Consider an **onboarding drip campaign** on voice and other channels

➔ **LACK OF DISCOVERABILITY**
Identify a **use case that provides value** and provides an experience that people cannot accomplish in another way
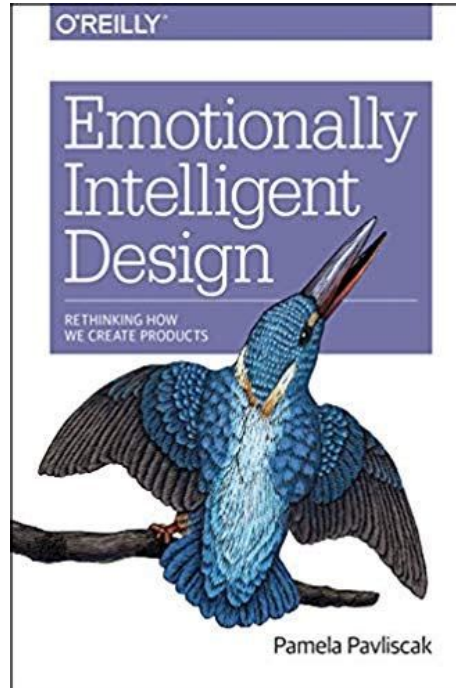
4 Use a Human-Centered Approach

Move beyond transactional interactions. Consider:

➔ **Emotion**

➔ **Empathy**

➔ **Connection**

➔ **Relatability**

Consider the voice experience beyond the bot:

➔ **Change the tone of the assistant based on the topics**

➔ **Test with diverse populations to be inclusive**

➔ **Create a bot persona that resonates with your users**

O'REILLY

Emotionally
Intelligent
Design

RETHINKING HOW
WE CREATE PRODUCTS

Pamela Pavliscak

5 Get feedback early and often

Tailor your concept based on feedback from real feedback to create a compelling experience

➜ **Evaluate your use case**

➜ **Knowing your audience is critical to creating a compelling experience**

➜ **Find the right research partner to help you**

How to Make People Fall in love with your Voice Tech
5 Tips for successful Voice products

1. **Pair Voice with complementary brand touchpoints**

2. **Map the 360 Voice experience for your brand or product**

3. **Know what will make or break the CX**

4. **Use a Human-Centered Approach**

5. **Get feedback early and often**

How we can help

Find the right research partner to help you along the way.

Our experts at Key Lime Interactive take a human-centric approach to Voice Tech product development -

➜ **Consider** DESIGN SPRINTS **to accelerate concept development**

➜ **Arm your team with** CORE VOICE UX INSIGHTS **to inform product decisions**

➜ **Make room for ongoing** RESEARCH AT SCALE **for continued optimization**

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KEY LIME MASTERCLASS
EMTECH SERIES

Q&A
with experts

SAMANTHA SILVER
User Experience Associate in
Voice Research

ROOS VOOREND
User Experience Researcher
Specialist - Voice

Send more questions to emtech@keylimeinteractive.com !

Thanks for joining

KEY LIME MASTERCLASS
EMTECH SERIES

See you at the next class!

LESSON 4
Voice Tech Workshop

More burning questions? Let us know at <u>emtech@keylimeinteractive.com</u> !