



# Voice Workshop

Voice technology is now embedded in our home and devices. Human behaviour is changing and businesses and brands need to build meaningful and useful experiences to succeed



## Business Opportunity

Get Ahead of the Competition and Compete with your Digital Experience

- You want to understand how voice can impact your business
- You have (or want to have) a service which can bring utility
- You want to bring your brand and service to life in a new medium
- Your applications could do with some more simple UX
- You want to be present in the home of your customers



# Business Opportunity

## Embrace Voice, Engage and Ride the Wave

While 'mobilification' trend pushed higher adoption of the smartphones, tablets and wearables, the next evolution phase is emerging because of the scarcity of time. People are starting to realize that the more digital products and services they use, the less time they feel they have. In the last 10 years, the number of websites and mobile apps competing for your attention has skyrocketed.

People are seeking ways to reduce the time they spend on their daily tasks and their devices. And that's where Voice interaction comes in. There are enormous opportunities to enhance your customer experience by adding Voice UI to your product.

**1.8B**

By 2021, more than 1.8 billion people will be using Voice digital assistants.

**130%**

Voice-activated assistant usage to grow nearly 130% this year.

**\$12B**

Voice is projected to drive \$11.7 billion in business to consumer revenue.



# Approach and Process

## Talk the Language of your Customers

We start by identifying users and determining which problems they face can be uniquely solved by voice interfaces. We build a shared understanding of the tasks they're trying to accomplish, and create features to make the task more convenient, and efficient.

The team maps out all the touchpoints a user may have with the service, how the conversation will be structured, and what the commands and responses for the voice assistant will be. Then we develop and test the product with users and refine as necessary.

1. Identify Users



3. Storyboards & Scenarios



5. Application Structure



7. Development & QA



9. Refine & Iterate



2. Define Problem



4. Define Features



6. Write Scripts



8. Test with Users



# Deliverables and Output

## Empathise with your customer

Prototyping voice experience is less about the technology and more about the understanding of the customer and the context they engage with you.

With insight and empathy, you can create a powerful experience,

### Personas

We build empathy with your customer/user and understand their needs, goals and behaviors in relations to your product.

### Feature List

Voice experience can reach into many different functionalities, leveraging different systems and data. We detail there and prioritize their importance to the user and the business.

### Voice Prototype

We develop the voice scripts into a working voice control application that you can take away and use as a demo.

### Jobs to be done

We detail the tasks and jobs that your service can offer to their end users.

### Scripts

We role play each storyboard, focusing on specific needs, jobs and expected outcomes. The scripts are always informed by context.

### Scenarios and Storyboards

We look at the situations, motivations and expected outcomes of your users interaction with your service.

### Application Map

We are focused on creating insight and a strategy for scale in your business. An application map helps illustrate that strategy moving forward.



## About Softvision

Softvision is a transformational partner. We marry design and engineering language in ways that produce impactful and memorable experience journeys that put humans at the centre of our thinking.

For more information, **visit [www.softvision.com](http://www.softvision.com)**

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