FINDING CREATIVITY IN VOICE

with Raig Adolfo, Global CSO

360i

Not about technology

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Human nature

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Modern brand building.

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Back to basics

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harman/kardon

Voice & The Age of Assistance

speakers
cars
appliances
television
phones

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LOVE & HATE

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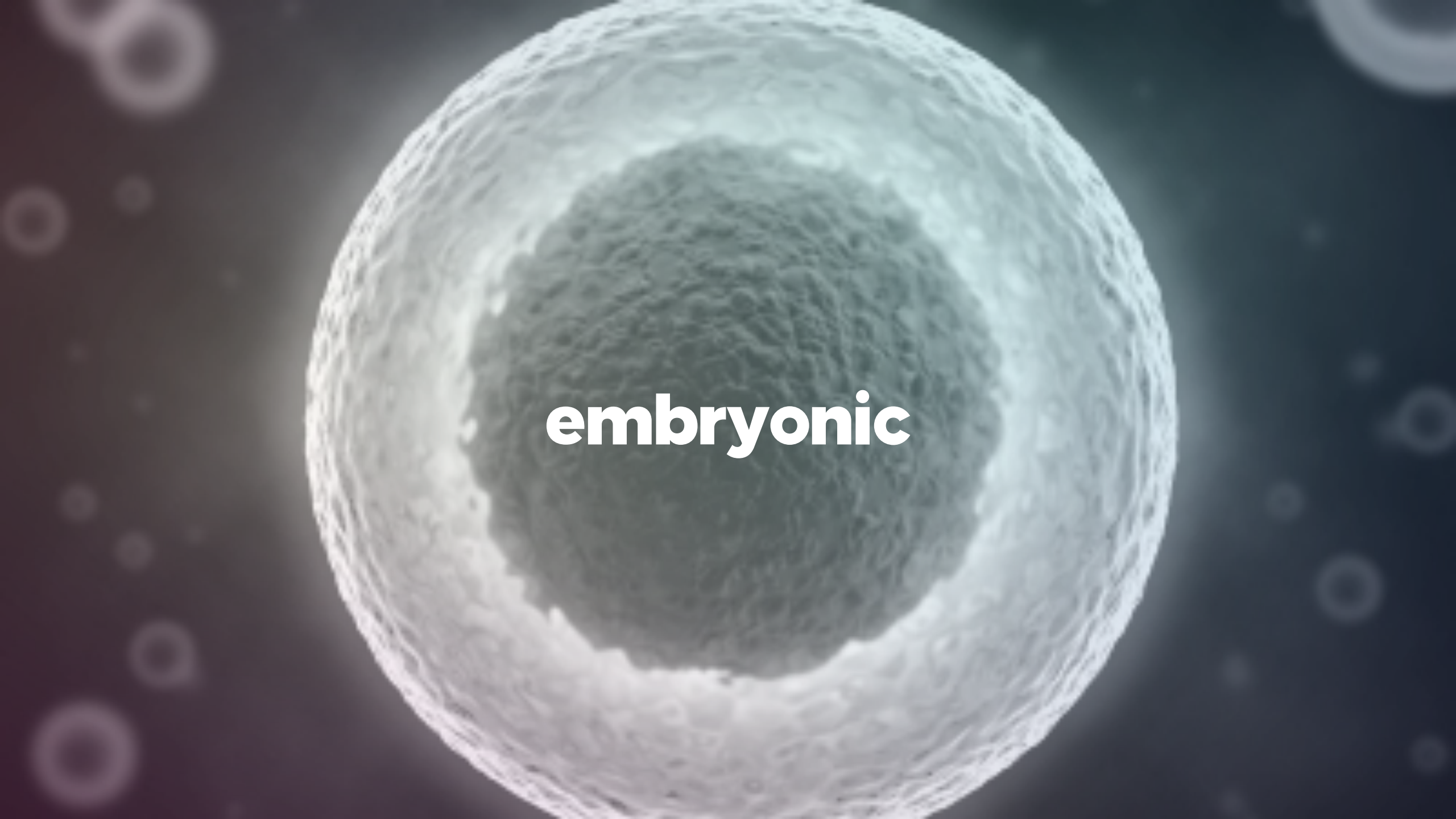
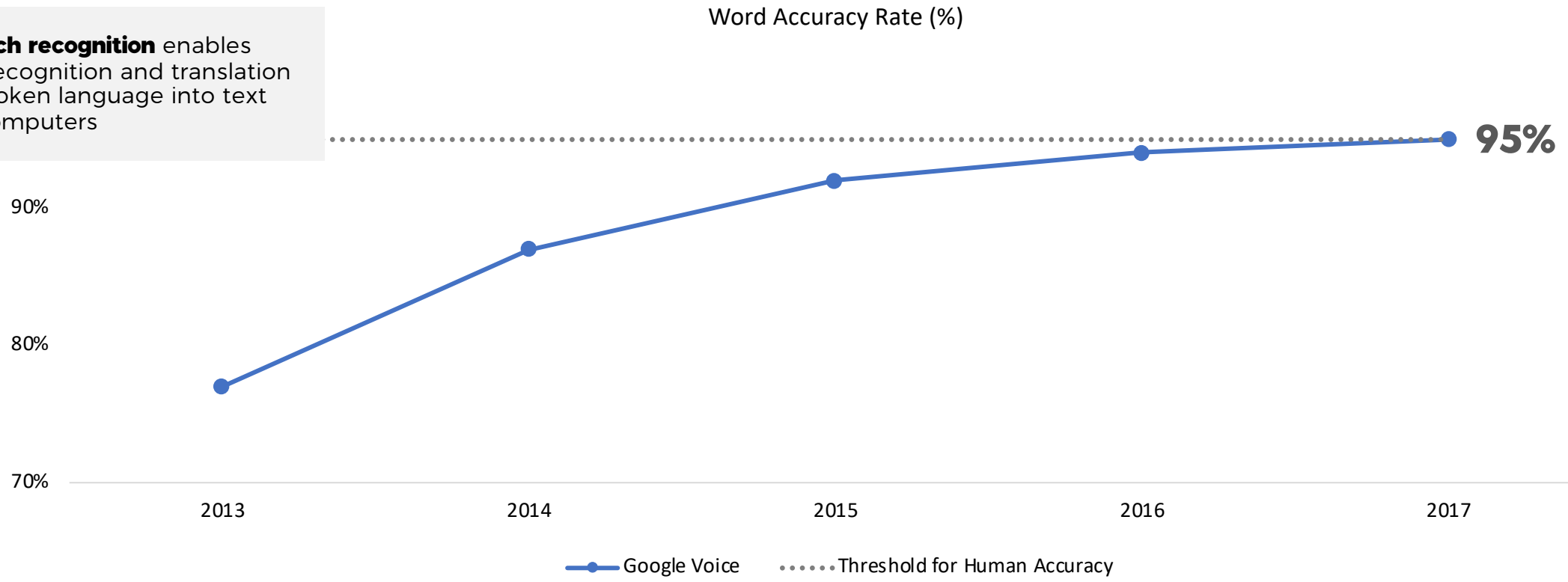

embryonic

Siri became available in 2011 and she had some challenges.

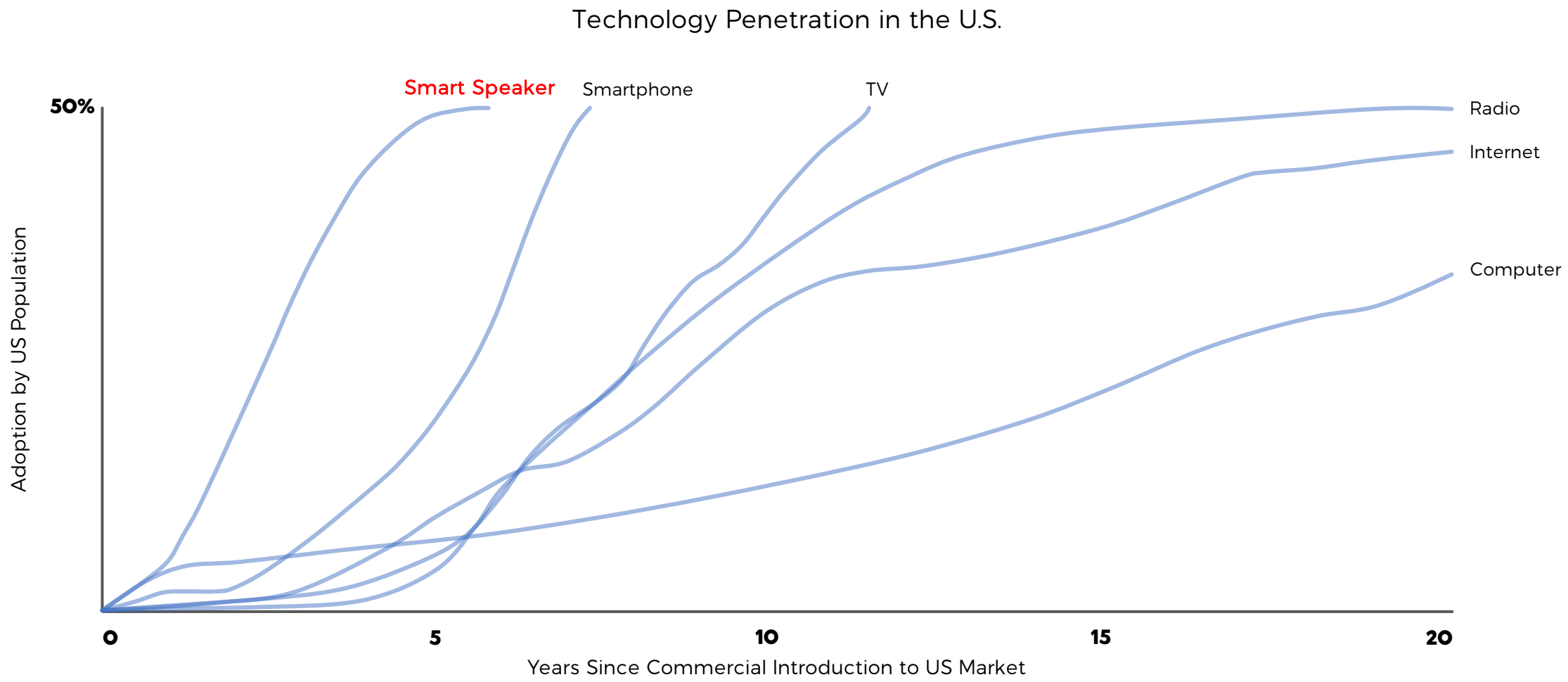
Today speech recognition is surpassing the human accuracy threshold of over 95%.

Speech recognition enables the recognition and translation of spoken language into text by computers

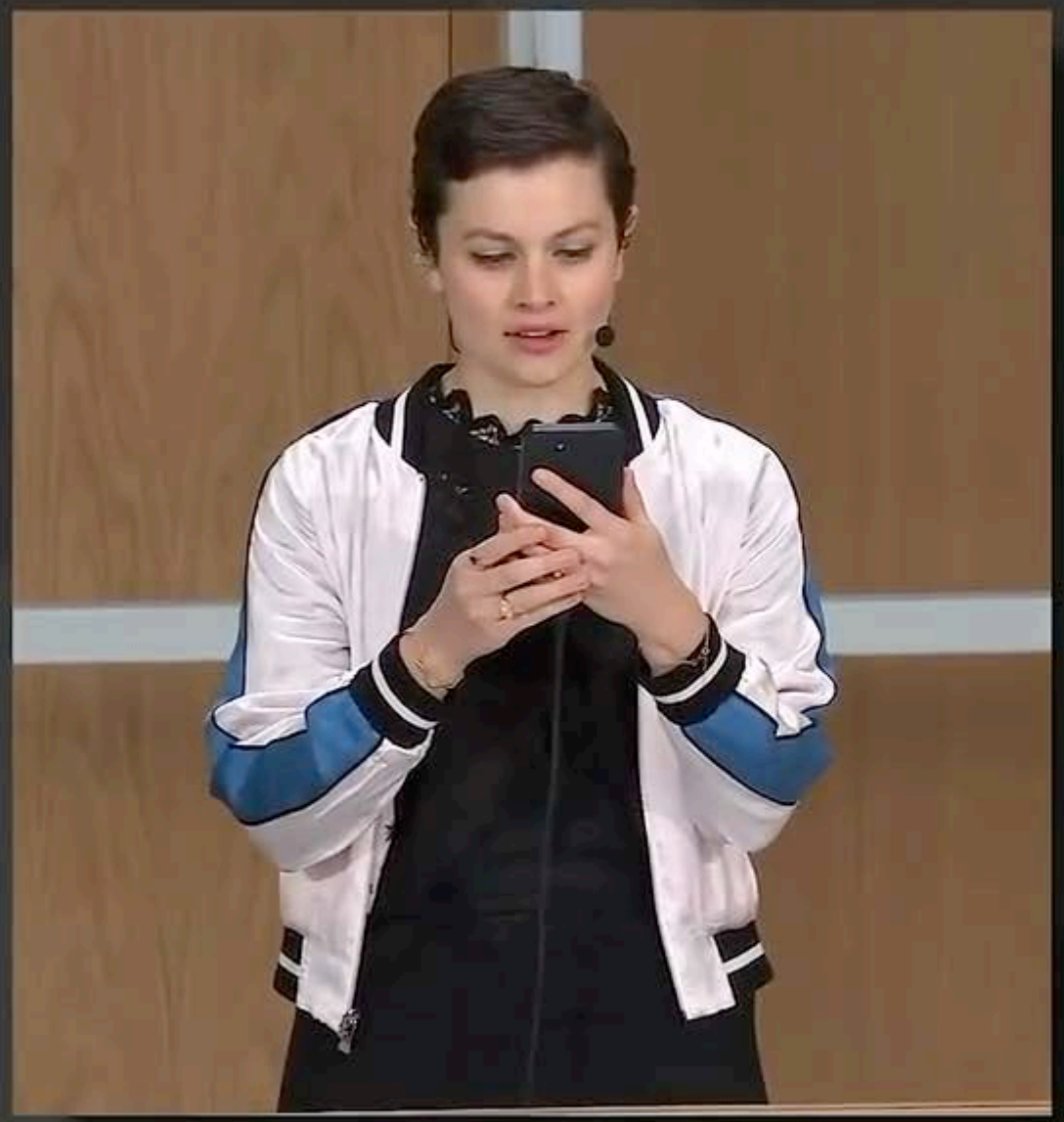


*Source: Google (5/17/2017), note: data refers to recognition accuracy for English language. Word error rate is evaluated using real world search data which is extremely diverse and more error prone than typical human dialogue

Adoption rate of smart speakers is a real bellwether, indicating a shift in conversational behaviors.



Source: Activate Forecast



10:25
May
7
Tue
Keynote
10:00 – 11:30 AM
Press Briefing
1 – 3 PM
Concert
5 – 7 PM
8
Wed
All Hands
10 – 11 AM
Team Lunch
12 – 1 PM
9
Thu
Monthly Review
10:30 – 11:30 AM
10
Fri
Dinner with Tim
7 – 8 PM
open calendar

IT'S TIME

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4 THINGS TO KEEP IN MIND AS WE CREATE IT

HUMAN MOMENTS

SOLVING POINTS OF PAIN

TOP OF ALGORITHM

IMAGINATION

1

HUMAN MOMENTS NOT ARTIFICIAL INTELLIGENCE

TECH IS NOT AN
IDEA
AN IDEA IS
MENNOISM NO.127
MENNOISM NO.127

relevant to brands
relevant to people

INTRODUCING BRAVO TANGO BRAIN TRAINING

ASK YOURSELF

How might voice be uniquely suited to deliver an experience?

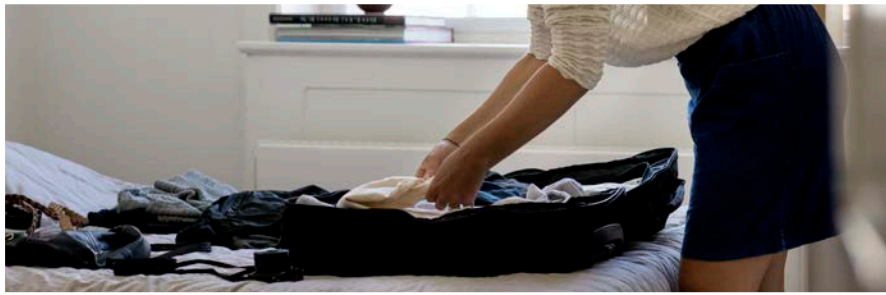
How does it address a moment or a need in a true human way?

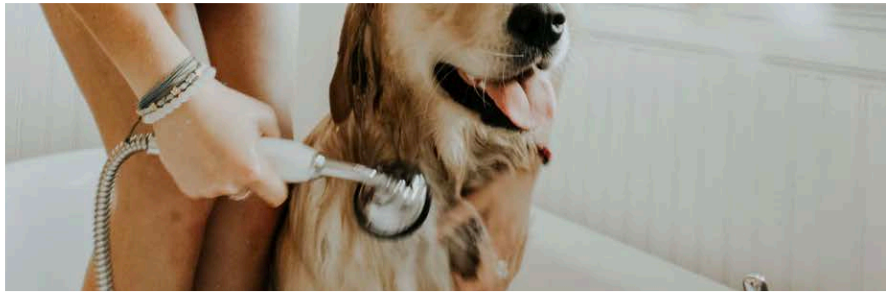
2

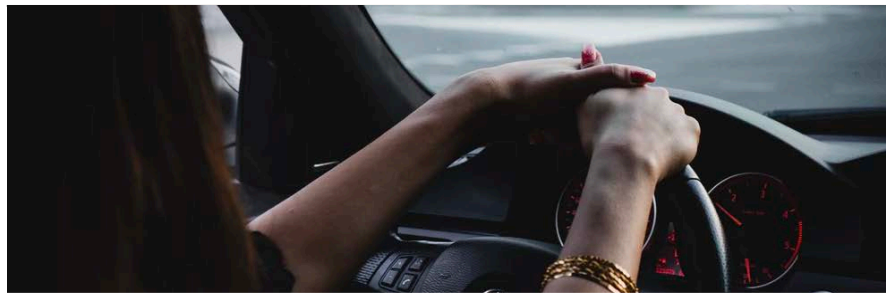
POINTS OF PAIN FOR POINTS TO GAIN

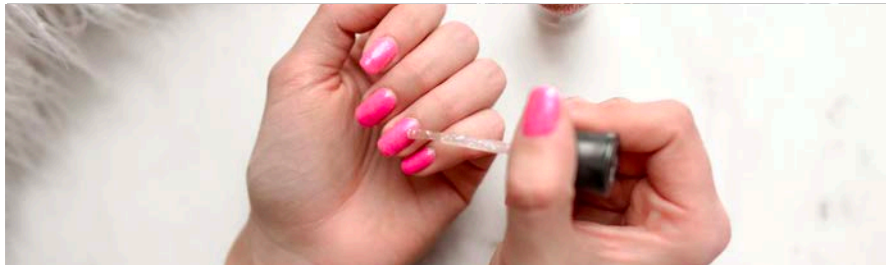
NBC NEWS

NBC NEWS
P
M

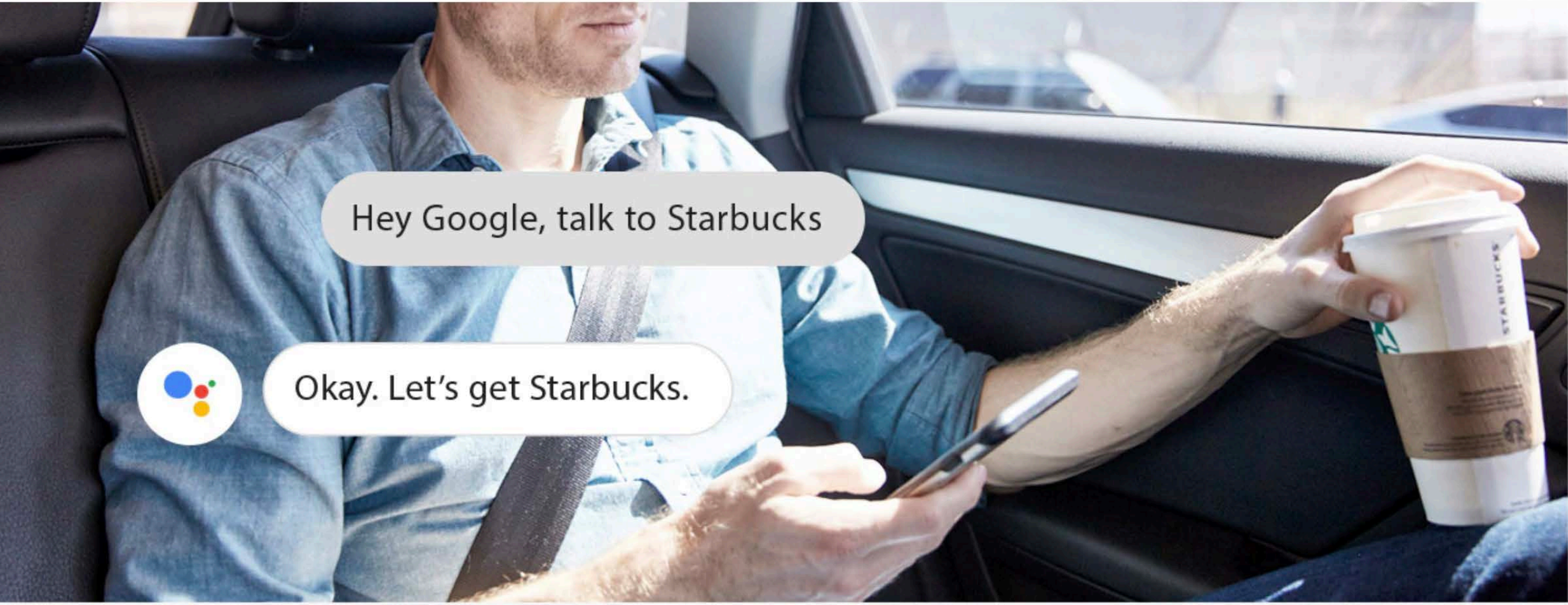








ZYRTEC – YOUR DAILY ALLERGYCAST
This Week's AllergyCast®
TODAY
The Allergy Impact is lower than the pollen count, so you may feel less sneezy than expected.
Pollen Count: 6.4 High
Allergy Impact: 1.91 Low
Predominant Pollen(s): Grass.
Weather: HI 74.2° | LO 59.2° | Humidity 35% | 7MPH



STARBUCKS® | Google Assistant

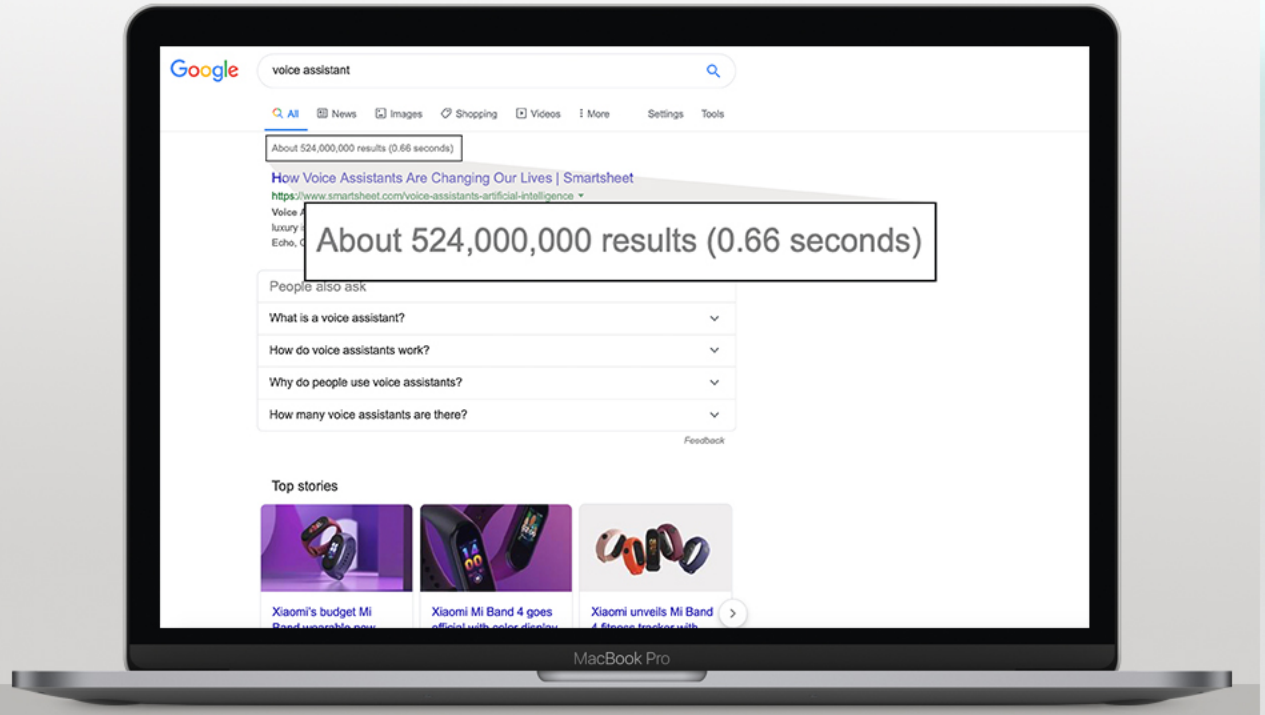
ASK YOURSELF

How are people going about their daily lives?

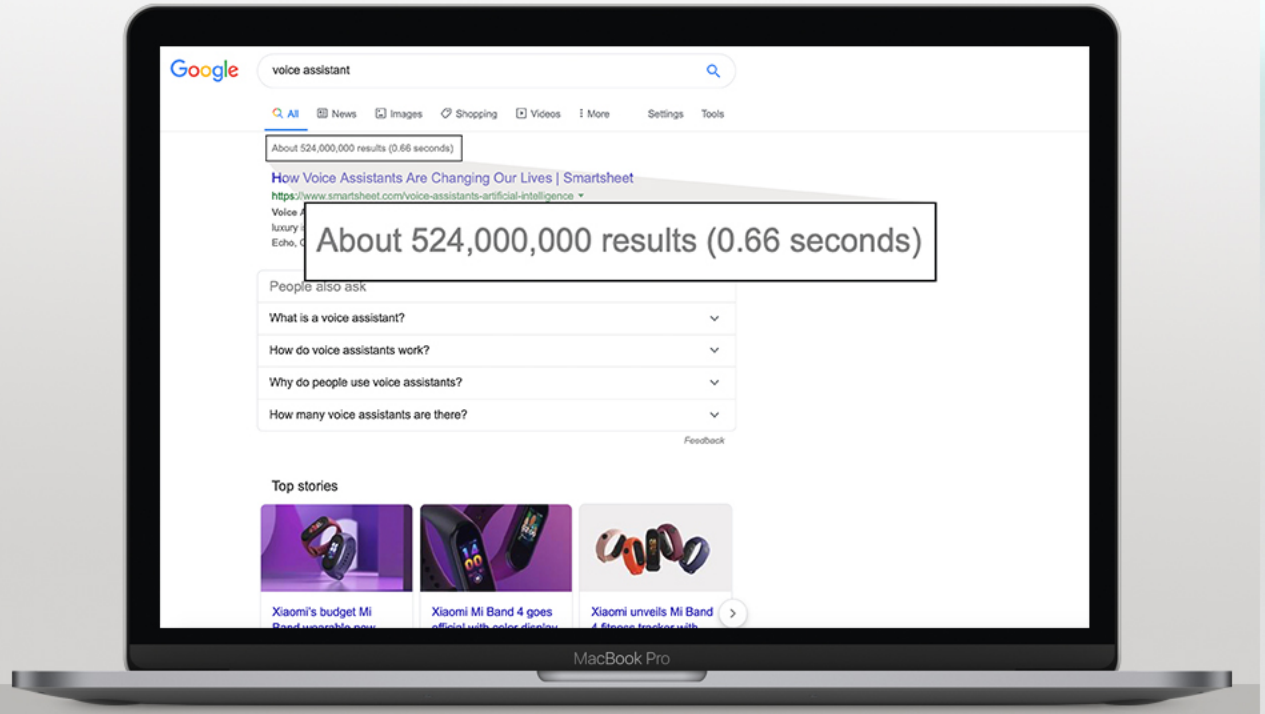
How can voice make that routine better?

2

NOT TOP OF MIND BUT TOP OF ALGORITHM

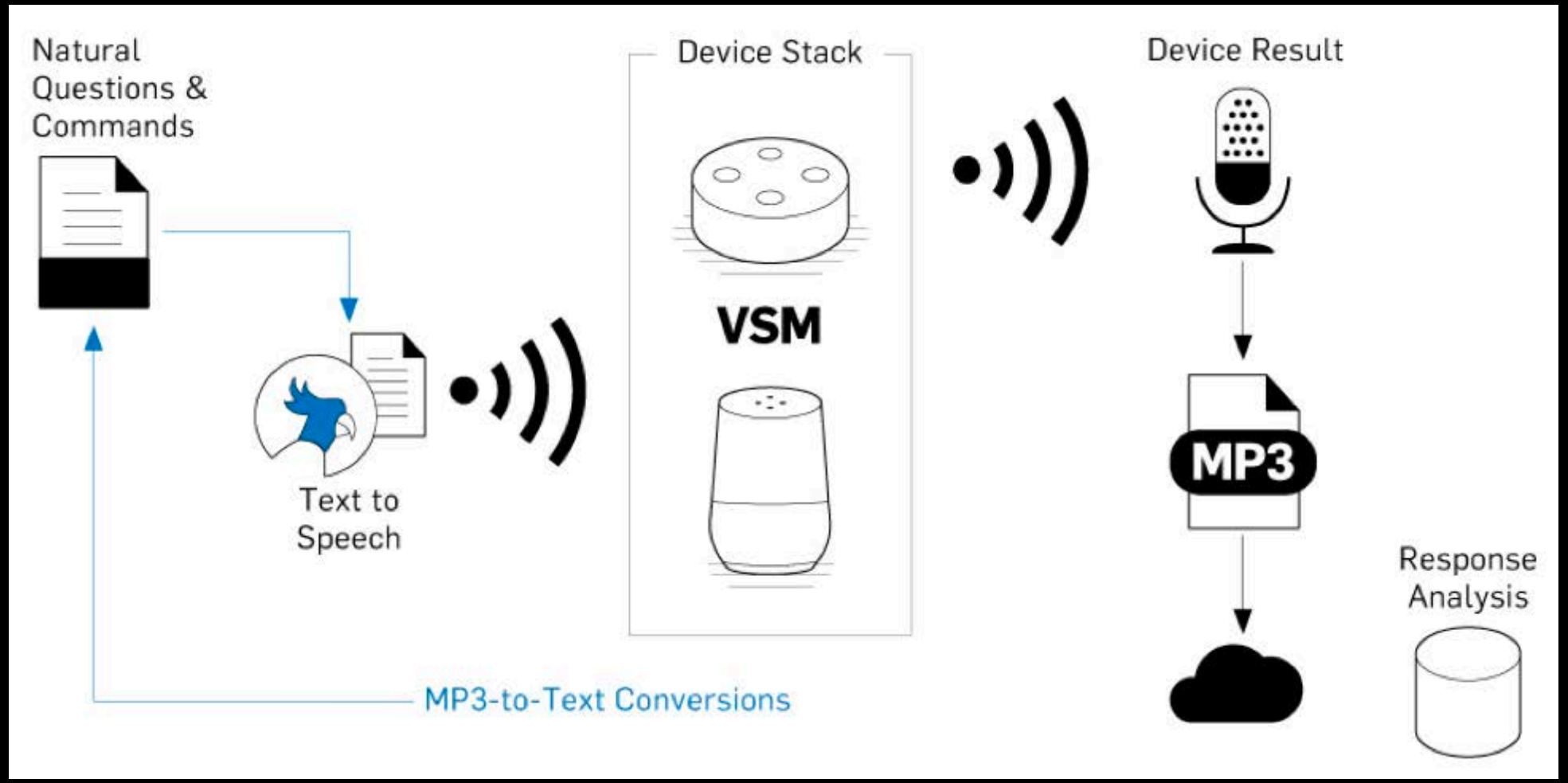

Google
voice assistant
All
News
Images
Shopping
Videos
More
Settings
Tools
About 524,000,000 results (0.66 seconds)
How Voice Assistants Are Changing Our Lives | Smartsheet
https://www.smartsheet.com/voice-assistants-artificial-intelligence
About 524,000,000 results (0.66 seconds)
People also ask
What is a voice assistant?
How do voice assistants work?
Why do people use voice assistants?
How many voice assistants are there?
Feedback
Top stories
Xiaomi's budget Mi
Xiaomi Mi Band 4 goes
Xiaomi unveils Mi Band
MacBook Pro

Single answer

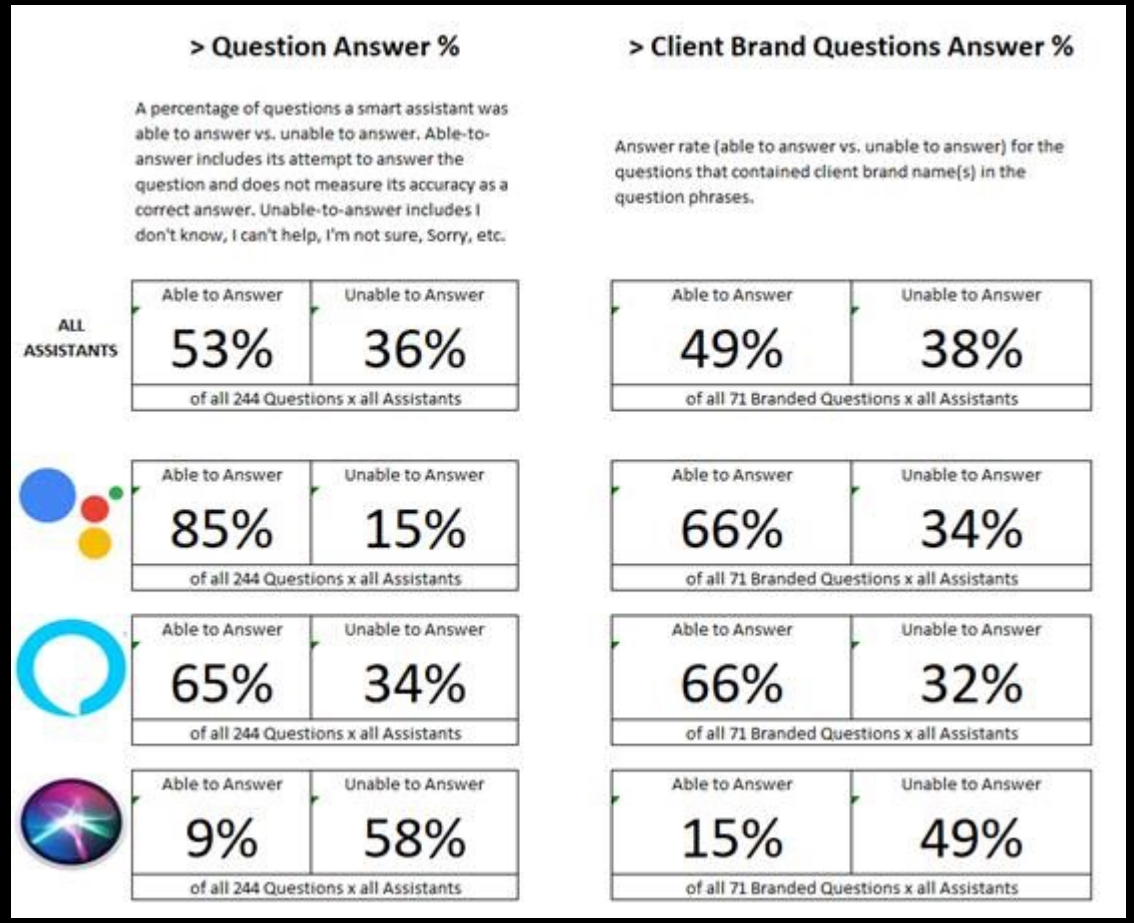

Google
voice assistant
All
News
Images
Shopping
Videos
More
Settings
Tools
About 524,000,000 results (0.66 seconds)
How Voice Assistants Are Changing Our Lives | Smartsheet
https://www.smartsheet.com/voice-assistants-artificial-intelligence
About 524,000,000 results (0.66 seconds)
People also ask
What is a voice assistant?
How do voice assistants work?
Why do people use voice assistants?
How many voice assistants are there?
Feedback
Top stories
Xiaomi's budget Mi
Xiaomi Mi Band 4 goes
Xiaomi unveils Mi Band
MacBook Pro

I'm sorry, I don't know the answer to that.

Alexa, Siri, Google: How do we know what they know?



Voice Search Monitor: Reverse-engineering voice to find our areas of opportunity



	> Question Answer %		> Client Brand Questions Answer %	
	A percentage of questions a smart assistant was able to answer vs. unable to answer. Able-to-answer includes its attempt to answer the question and does not measure its accuracy as a correct answer. Unable-to-answer includes I don't know, I can't help, I'm not sure, Sorry, etc.		Answer rate (able to answer vs. unable to answer) for the questions that contained client brand name(s) in the question phrases.	
ALL ASSISTANTS	Able to Answer: 53%	Unable to Answer: 36%	Able to Answer: 49%	Unable to Answer: 38%
	of all 244 Questions x all Assistants		of all 71 Branded Questions x all Assistants	
	Able to Answer: 85%	Unable to Answer: 15%	Able to Answer: 66%	Unable to Answer: 34%
	of all 244 Questions x all Assistants		of all 71 Branded Questions x all Assistants	
	Able to Answer: 65%	Unable to Answer: 34%	Able to Answer: 66%	Unable to Answer: 32%
	of all 244 Questions x all Assistants		of all 71 Branded Questions x all Assistants	
	Able to Answer: 9%	Unable to Answer: 58%	Able to Answer: 15%	Unable to Answer: 49%
	of all 244 Questions x all Assistants		of all 71 Branded Questions x all Assistants	

Alexa - Answer Owner	%
Wikipedia	36%
reference.com	10%
Wikihow App	4%
Others Combined	9%
Not Identifiable Source	40%

Google Assistant Answer Owner	%
Wikipedia	15%
response.restoration.noaa.gov	4%
shell.com	4%
Others Combined	68%
Not Identifiable Source	9%

ASK YOURSELF

What are things voice assistants don't know, that we can teach them?

What's a quick win that will help us establish our credibility in the voice algorithm?

How to make it discoverable?

4

BUILD ON IMAGINATION

This is an ad for Google.

DELOS
WESTWORLD
THE MAZE
1 GAME. 60 PATHS TO CONSCIOUSNESS.
PLAY NOW ON AMAZON ALEXA
HBO
amazon

ASK YOURSELF

What kind of world do you want to ignite in people's minds?

What kind of craft is required to build that world through audio and voice interaction?

What are the details that matter?

4 THINGS TO KEEP IN MIND AS WE CREATE IT

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TOP OF ALGORITHM

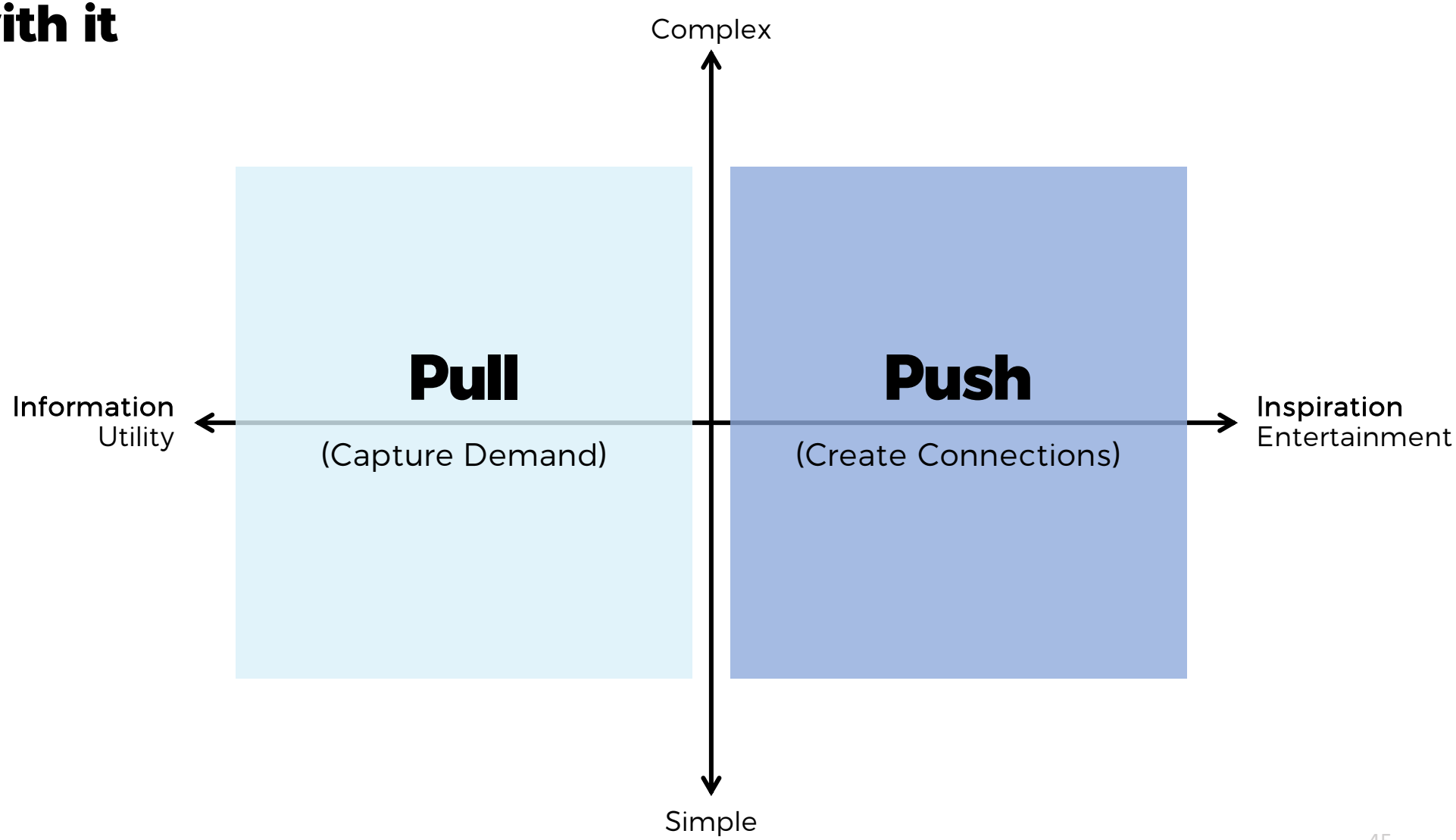
IMAGINATION

360i

LET'S WORK ON IT

Create with objective

Identify what you want to do with it



Remember that this is but a fraction of it

This requires key steps and different areas of expertise

Strategy

What problem can voice solve for your customer?

Clarity on the concept and alignment on purpose/goals

Experience Design

Painting a clear visual of the app and interaction modeling “decision tree” of user experiences

Approval of wireframed conversational architecture and functionality

Technical Engineering

If interactions require dynamic content dependencies via databases and API’s

Account linking for custom and private user data responses

Content Creation & Scripting

Repurposing existing content to provide conversational relevance in the user flow, responding to user intents in the decision tree

Inclusion of visual and HTTP hyperlinks for screen enabled devices with voice

Front & Back End Development

Implementation of the front end design and content responses based on user intents mapped out in the UX wireframe

Web Services API’s (webhooks) for content fulfilment and/or user account linking or (connected prosperities)

Discoverability, PR, & Implicit Discovery

Explicit/Implicit best practices proper naming and description of application within deployed directories

PR and media strategy to promote awareness and usage

QA, Testing, Deployment

QA – ALPHA testing

User testing and beta launch pre-production

Measurement & Optimizations

Web analytics integration

Optimization and versioning, hosting and support

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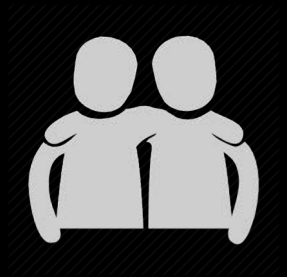
3



For this you will only need

- your phones
- your Google Assistant, Alexa, Siri
- Your voices
- Your brains

1
ANSWER QUESTIONS

2
HELP WITH TASKS

3
ENTERTAIN AND INVOLVE

Put humans first and build it purposefully

1_Answering key questions

ONE

Prioritize > The question

5 MIN

What's the most important request or top asked question? Or what's the one question you need answered as a consumer?

TOOLS

Google, Bing, Own Digital Properties, FAQs, Call Centers.

EXAMPLE

- Google Pixel 3 waterproof?
- Is the A330 Max Safe now?
- Are Oreos vegan?

TWO

Optimize > The answer

5 MIN

Make sure the content is ready for a voice friendly response. What changes would you make? Think length, terms and visuals.

TOOLS

Google Assistant, Alexa, Siri, Cortana

EXAMPLE

- How to connect my Canon printer to wifi?
- How do I cook the meal?
- What's the best way to store kale?

THREE

Create > The conversation

5 MIN

Take that answer and get out there! Sketch the skill or action that fulfills your consumer need/request.

TOOLS

Your Creativity

EXAMPLES

- Roto-Rooter: Unclogging the drain (Assistant and Alexa)
- Think multi-steps

15 minutes

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Put humans first and build it purposefully

2_Helping something get done

ONE

Empathize > The user

5 MIN

Who is the human behind the device, and what is he/she trying to achieve? How can you be uniquely helpful?

TOOLS

Target segmentation, journey, ethnography

EXAMPLE

- A busy dad or mom who got home late and needs to fix the kids some dinner
- Help them make sense of whatever they have on their fridge

TWO

Tone > The Personality

5 MIN

What's your persona, your words, language and style as you assist the user via this conversation?

TOOLS

Brand guidelines, brand attributes and tone

EXAMPLE

- Hotels.com: captain obvious (humorous +simple)

THREE

Create > The conversation

5 MIN

Adopt the personality you selected and design a dialogue that assist the user in a way that's uniquely yours.

TOOLS

Your Creativity

EXAMPLES

- Alexa, open Whatbeer?

15 minutes

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Put humans first and build it purposefully

3_Entertain and involve people

A white canvas for storytelling where the "production" is outsourced to the user imagination.

Think of a theme you want to explore

5 MIN

What is brand narrative you want to command, what aspect of the brand needs deeper attention? Have an objective for both brand and user.

Craft a short story and think of ways to invite user interaction

15 MIN

Think of how to tell the story as if it requires massive budgets to be brought to life? Sketch it as if it was a huge production people can't ignore it.

20 minutes

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How did it feel? What was hard or intriguing about it?

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