

# Voice control, is here

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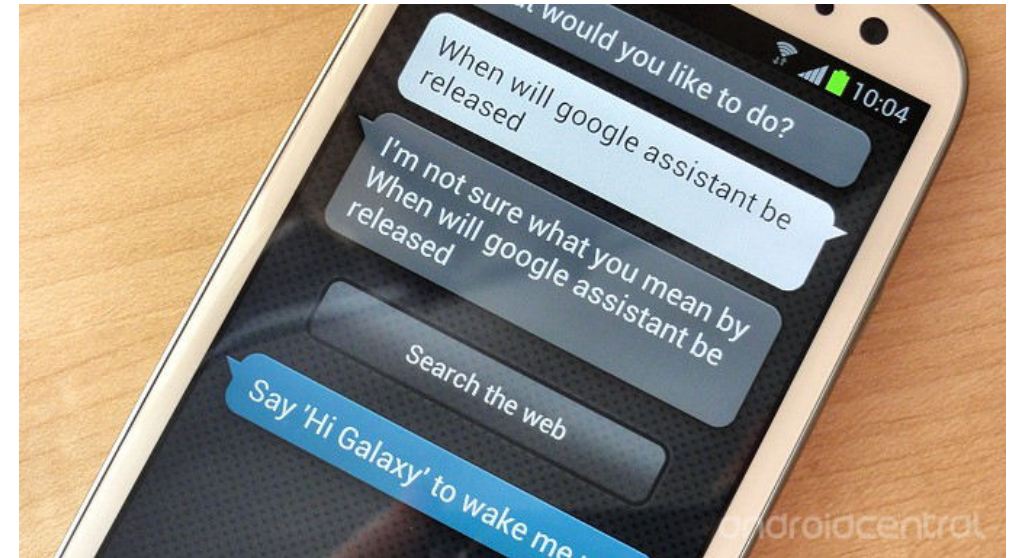
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# Talk!

- Seat in restaurant
  - <http://www.gstatic.com/b-g/5717BWTLRKCBB8JUDQ1QUA6HMC26WL238301173.mp3>
- Opening hours
  - <http://www.gstatic.com/b-g/N6WGB2KL3NZCVUJAGOX3BLZRJ31BRP278409629.mp3>
  -
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# Voice User interface (VUI) at phones

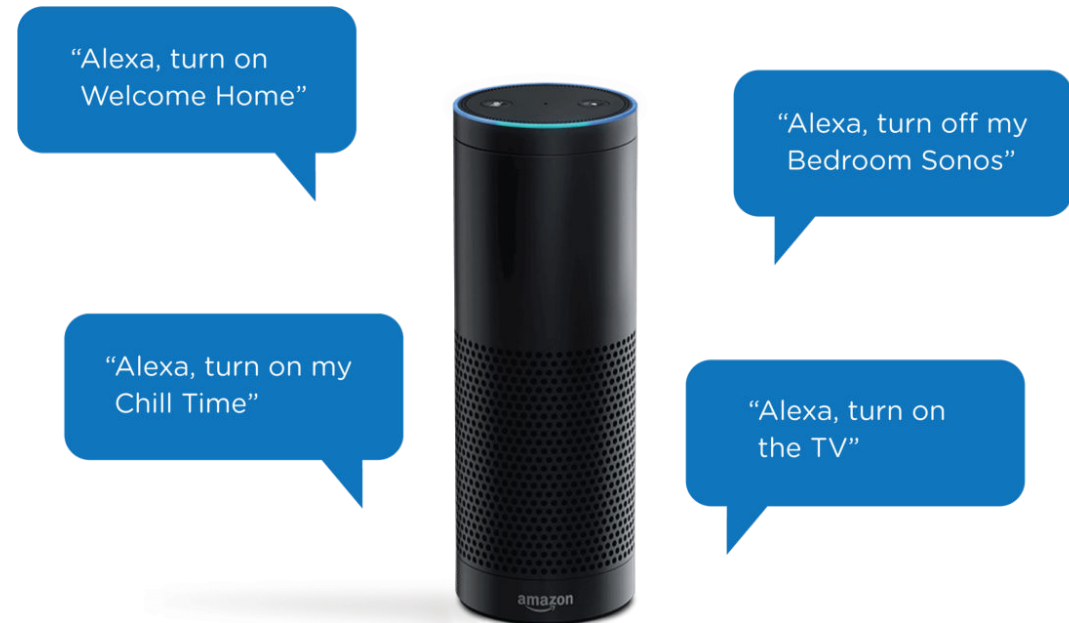
- Players at the market
  - Android/ google voice assistant
  - Apple/ Siri
- Use cases
  - Settings
  - “Typings”
  - Open and start applications
  - Open and start tools
  - Googling
  - Almost fully replacement of touch screen



“Consider calling person use case.  
Using touch screen : Open phone  
book, type the name, choose  
name, choose call.  
In voice control: Call person X”

# VUI at home

- Players at market
  - Google Voice assistant
  - Apple HomePod (Siri)
  - Amazon Alexa
  - Microsoft Cortana
  - Third parties
- Use cases
  - Same as for phone except navigation
  - Integration is the key
    - Lights, TV, home appliances, locks etc



“Consider the kitchen timer. With Alexa, setting a timer is as easy as saying, “Alexa, set timer for 10 minutes.” Who would have guessed pushing a few buttons on the microwave would become the less convenient option?”

# Chatbots

- From textual chatbots to talking chatbots
- Especially useful in phone and tablets
- Use cases
  - Customer service
  - Technical assistance
  - Q&A

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“Talking to chatbots is easier than typing to it, it feels more natural than typing to it”



# Other use cases for VUI

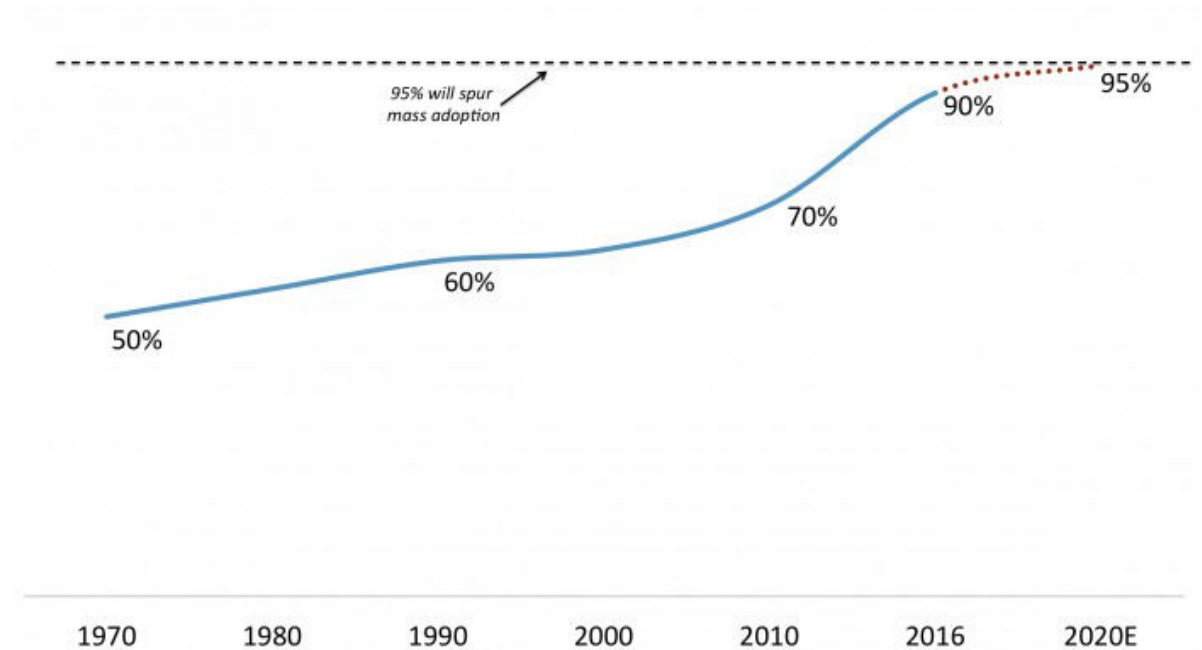
- Car control
- Laptop control
- Simple office application control
- Ticket machines
- Interviews
- Robot control



# VUI Challenges

- Design practises
- Security
- Accuracy
- User learning curve
- Shame
- Talk

Machine Speech Recognition Accuracy Over Time



Source: MindMeld

BI INTELLIGENCE

“Amazon announced its latest Echo, the Show, featuring a seven-inch screen for showing users how Alexa responds to requests, rather than just telling them.”

# Final words

- Voice control is here
- It will spread to all feasible use cases
- Who will take care of Finnish language?  
Google or you?

