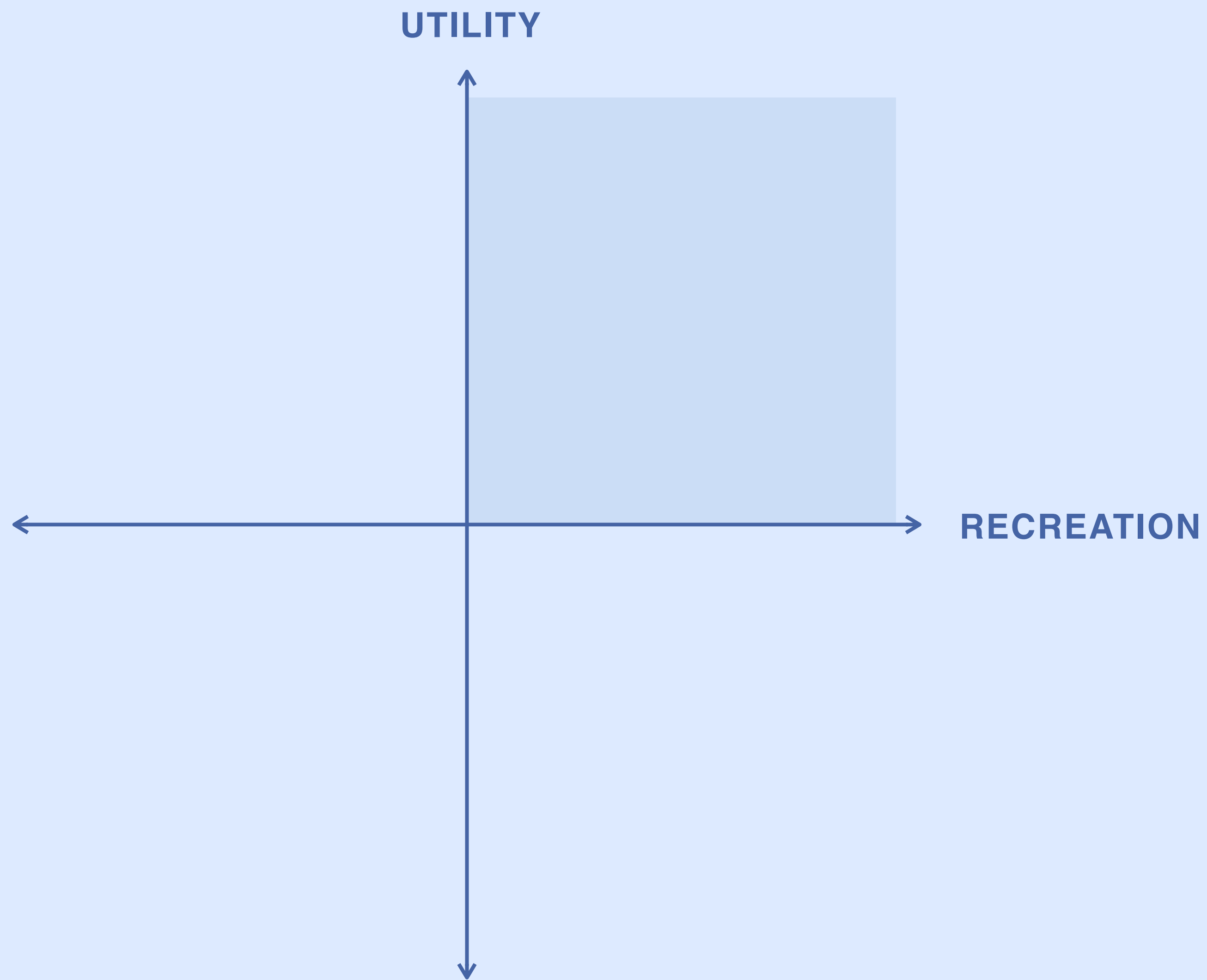


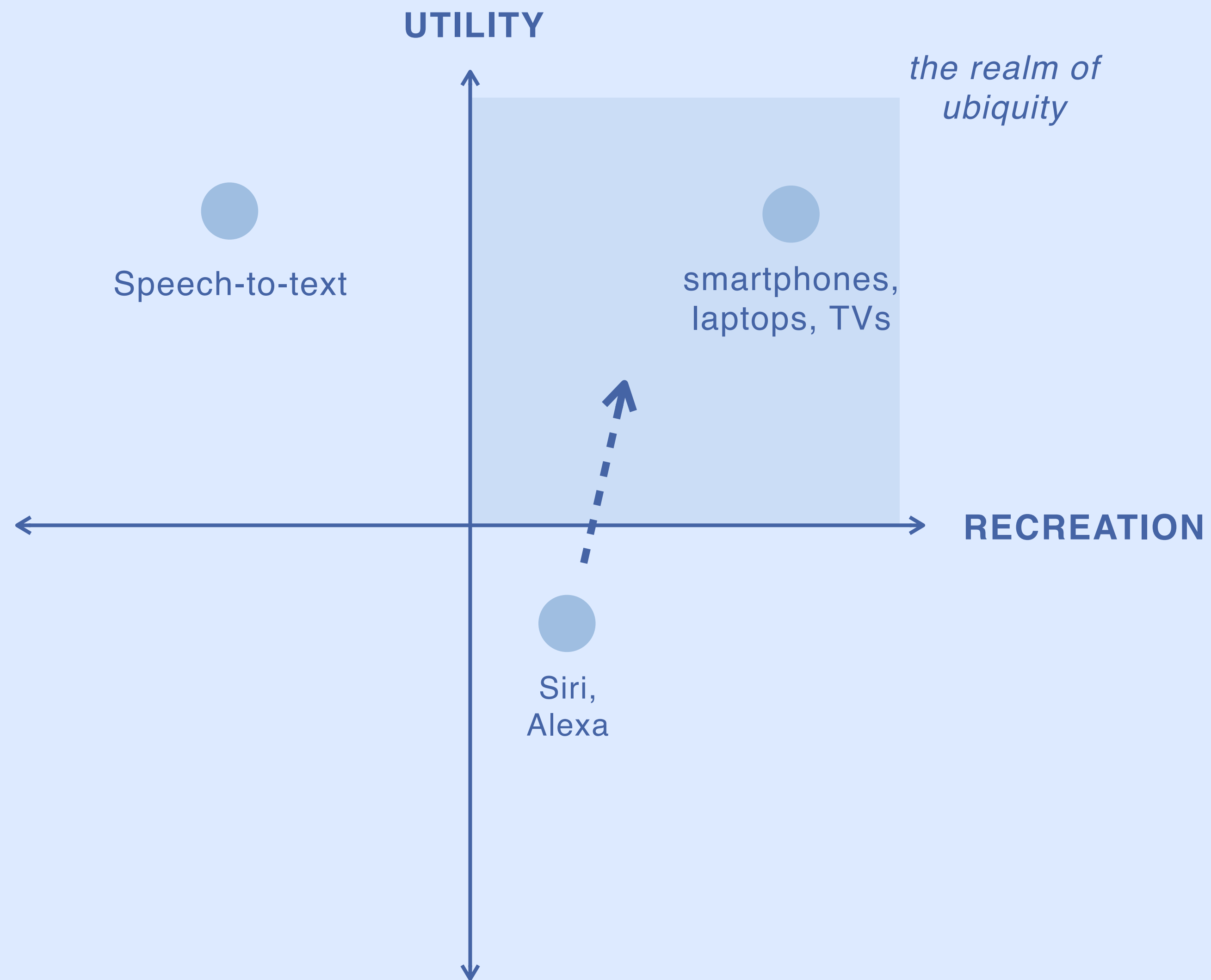
Summer Project 2017

Tommy Carroll Blue Cuevas Jason Kim Chantal Jahchan
John Devanney Rodrigo Miguel Jacob Pastrovich

ORIGINAL PROMPT

Design a near-future conceptual product centered on a voice-activated interface which can enhance the experience of first-time parents caring for a newborn.



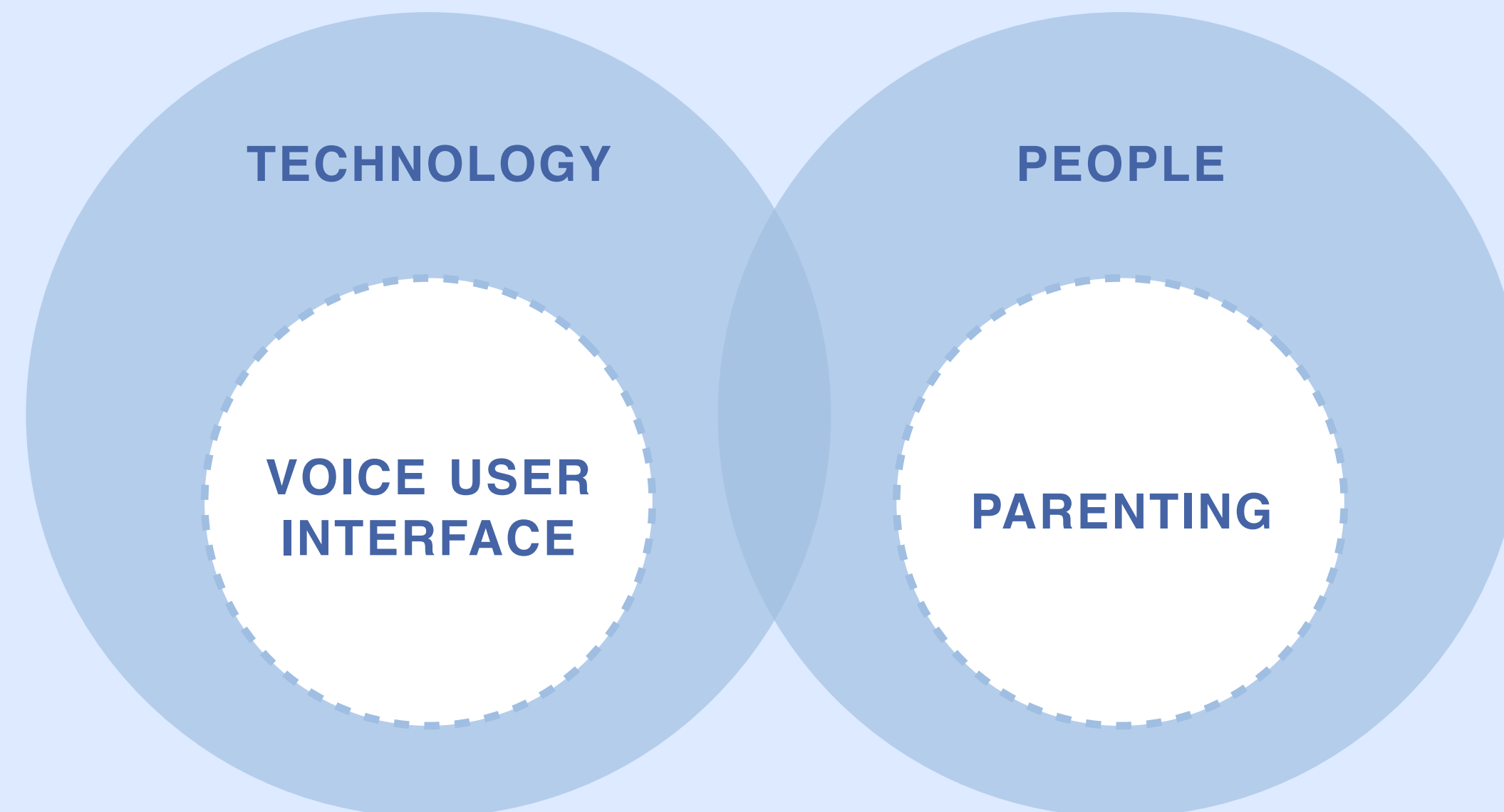


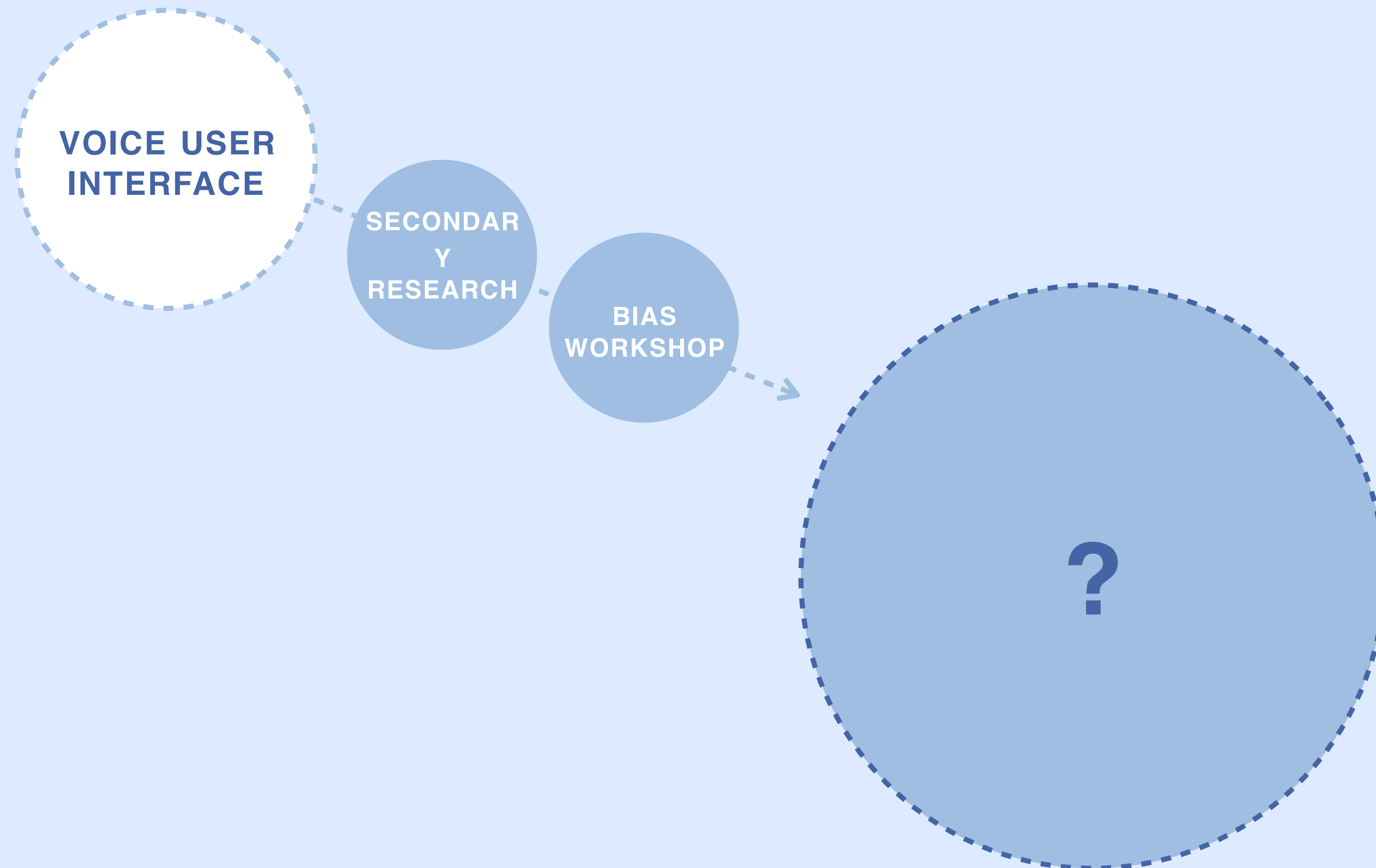
OVERVIEW

- 01 Designing for voice
- 02 Designing for parents
- 03 Designing with purpose
- 04 Loree
- 05 Q&A

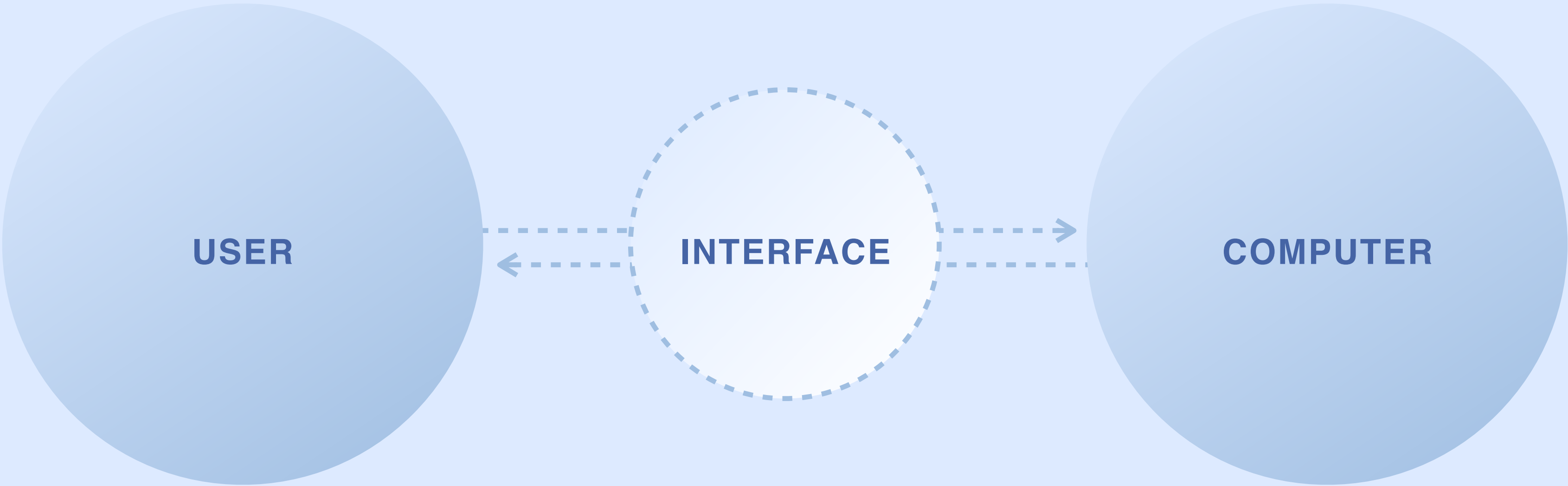
the future of
^

01 DESIGNING FOR VOICE





VOICE USER INTERFACE Evolution of digital interfaces

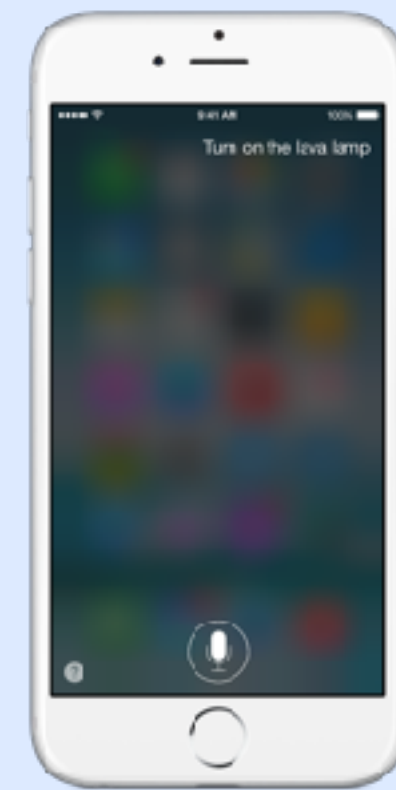


- KEYBOARD
- COMPUTER MOUSE
- REMOTE CONTROL
- TOUCHSCREEN
- VOICE USER INTERFACE**

VOICE USER INTERFACE | Examples today



Amazon Echo

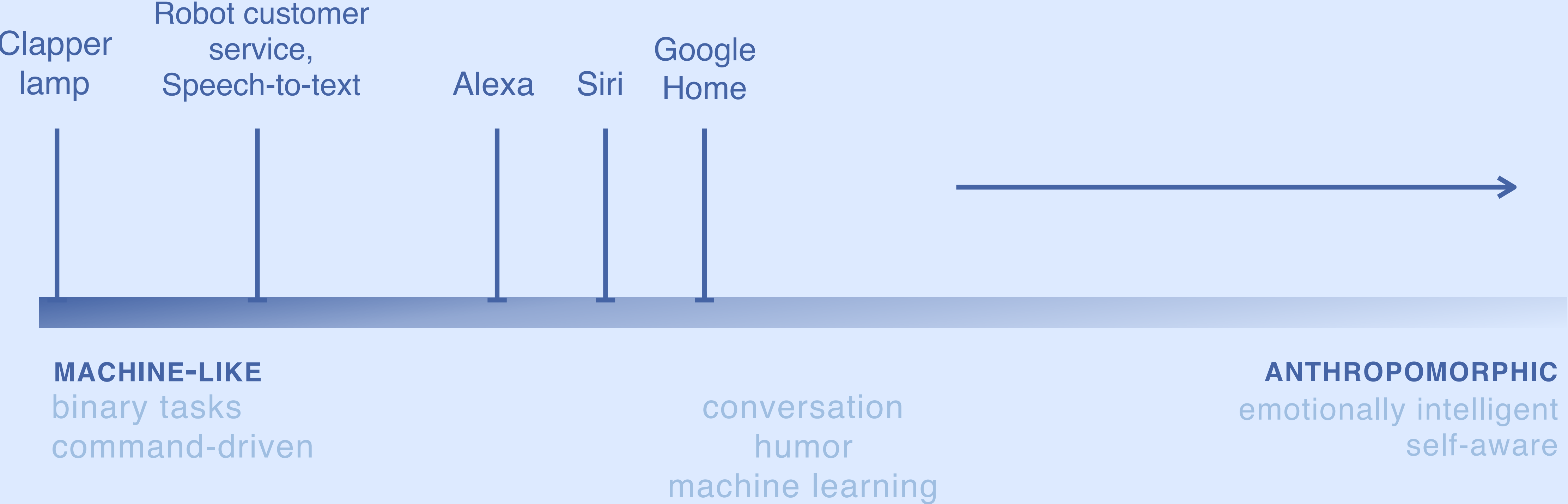


Siri



Google Home

VOICE USER INTERFACE Evolution of voice interfaces



**VUI has improved a lot over the years,
but it's still got a long way to go.**

PRIMARY ADVANTAGES

- hands-free, eyes-free
- flattens nav structures
for quick tasks



Amazon Alexa can perform 3,000+ skills but is still **most commonly used as a kitchen timer**

VOICE USER INTERFACE | Limitations

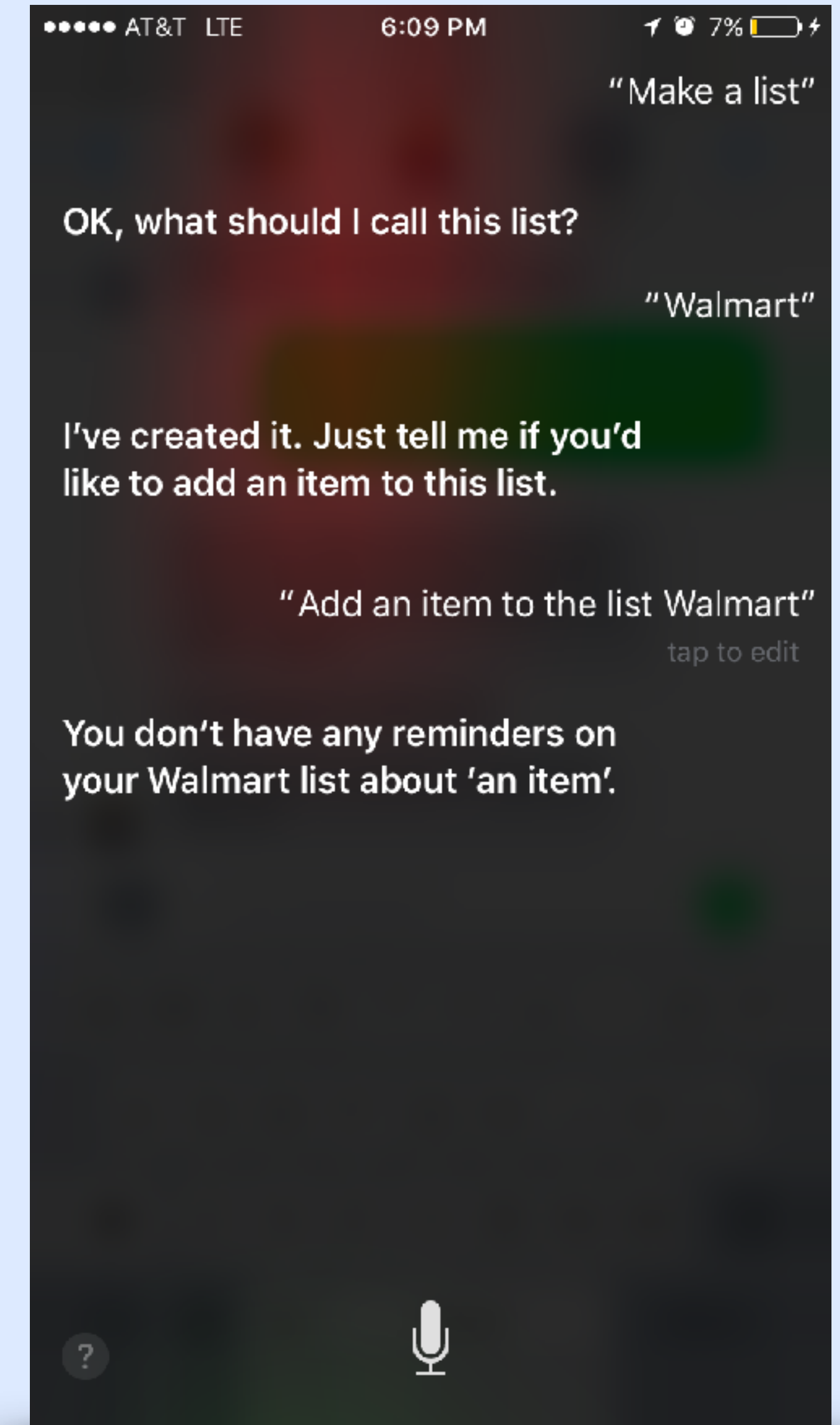
**VUI has improved a lot over the years,
but it's still got a long way to go.**

PRIMARY ADVANTAGES

- hands-free, eyes-free
- flattens nav structures for quick tasks

LIMITATIONS

- users required to remember long list of things they can ask for
- expectations vs. reality
- error handling
- consumer trust





MOVING
FORWARD

Before voice is a computer interaction, it is a human interaction.

Norms guiding verbal communication have carried over, and affect how we approach VUIs today.

PROBLEM Social norms and stigmas prevent
users from freely using VUIs in public.

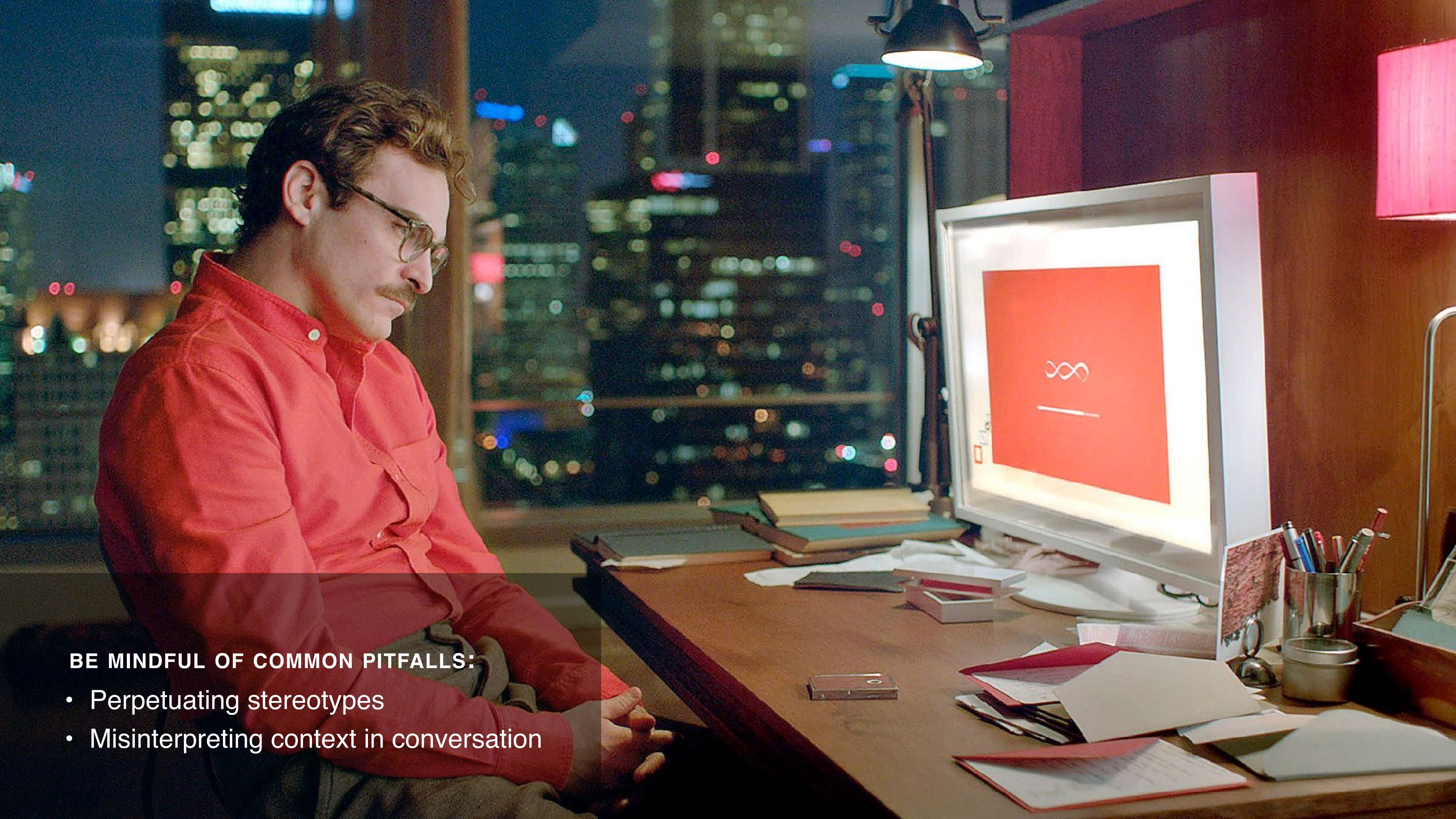


- PROBLEM Social norms and stigmas prevent users from freely using VUIs in public.
- SOLUTION **When designing for the near future, the optimal use case is within the home and other private spaces.**



PROBLEM

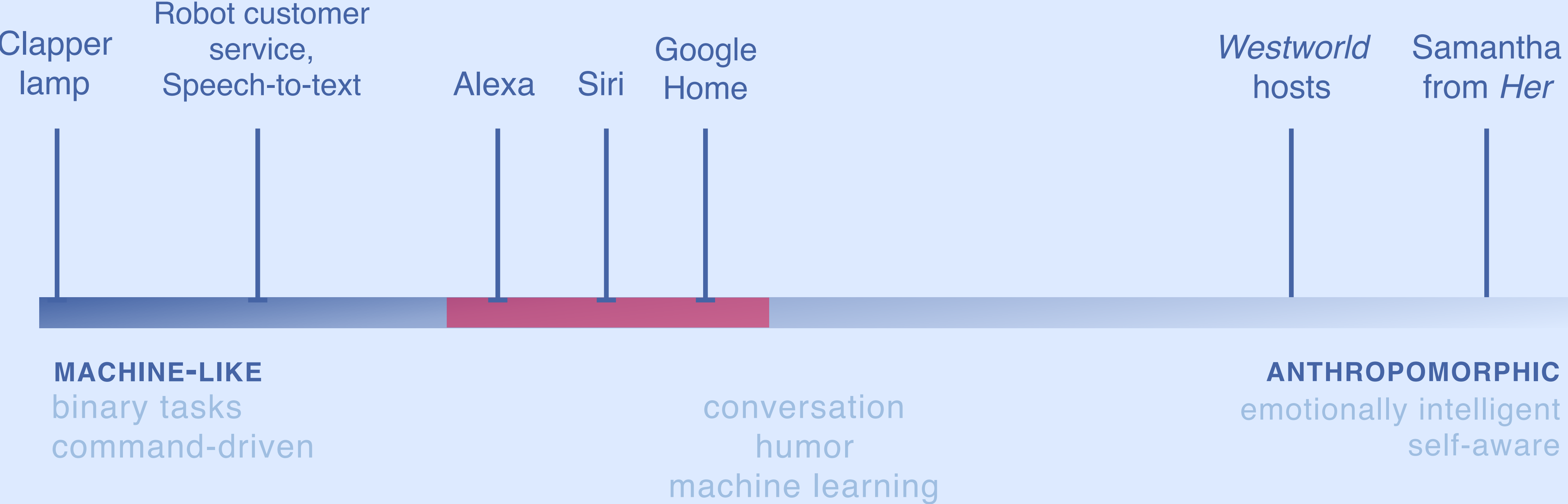
As VUI personas become more and more human, they carry a set of affordances that we associate with the human voice.



BE MINDFUL OF COMMON PITFALLS:

- Perpetuating stereotypes
- Misinterpreting context in conversation

VOICE USER INTERFACE | Persona examples





PROBLEM

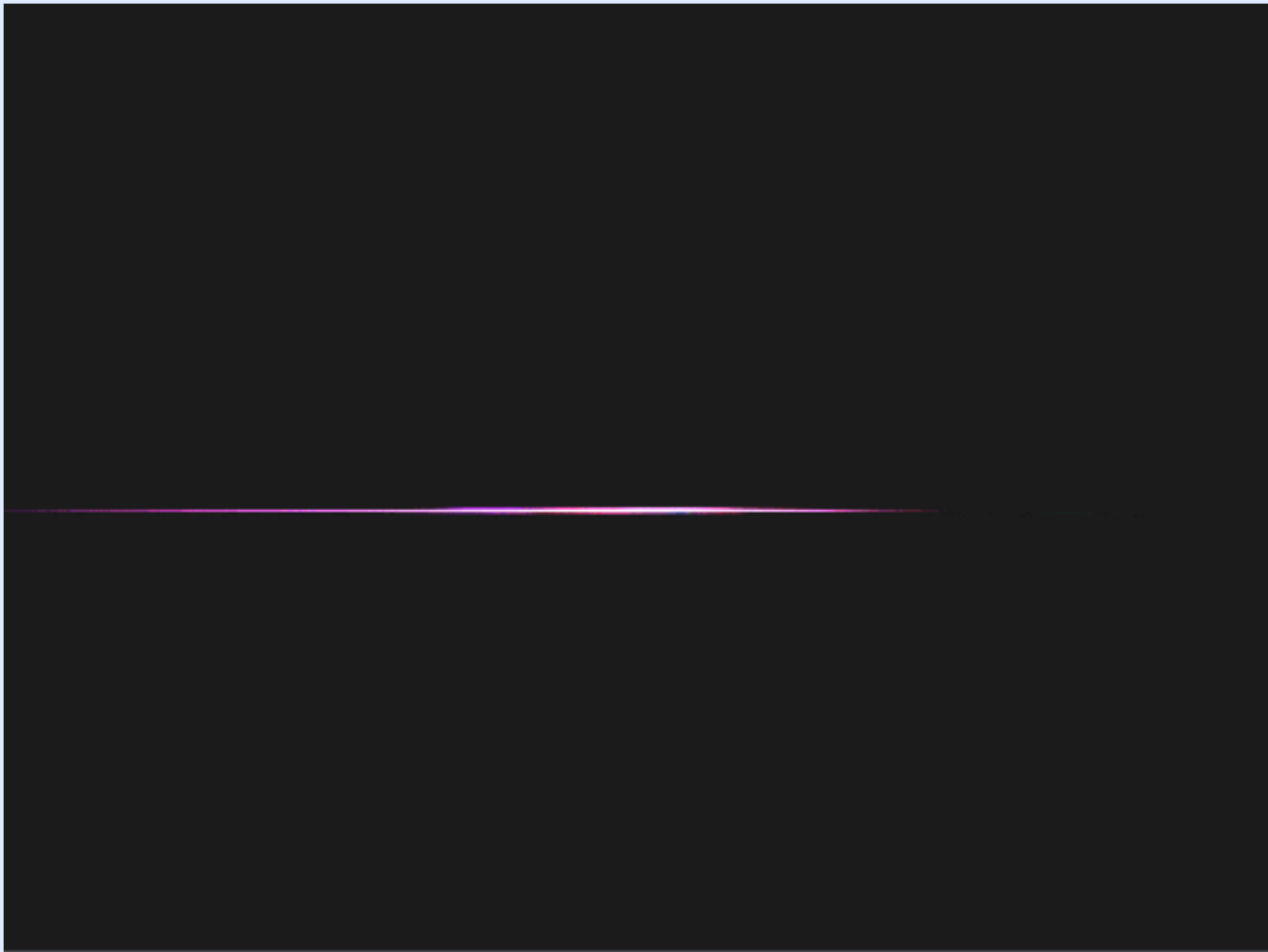
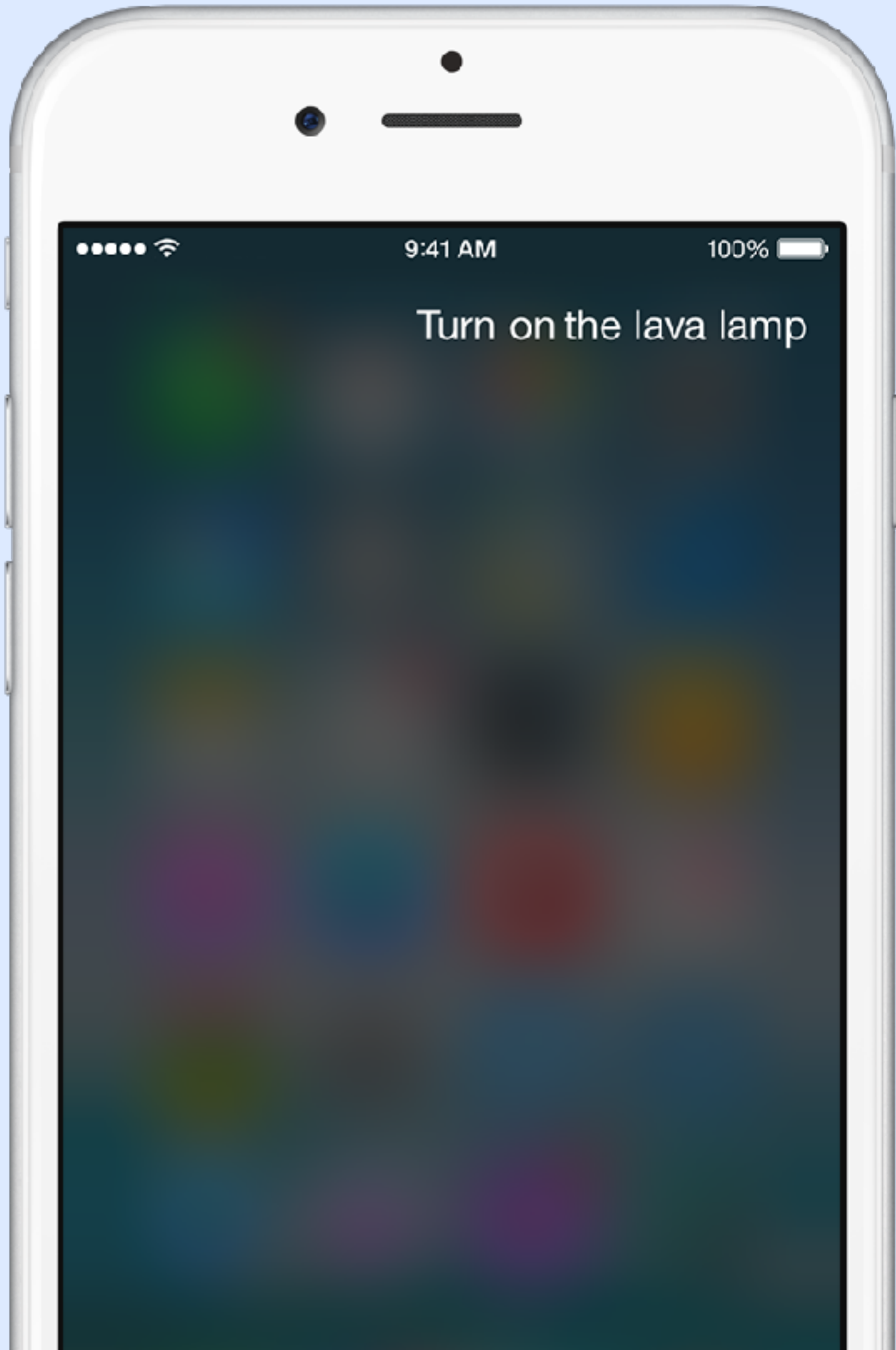
As VUI personas become more and more human, they carry a set of affordances that we associate with the human voice.

SOLUTION

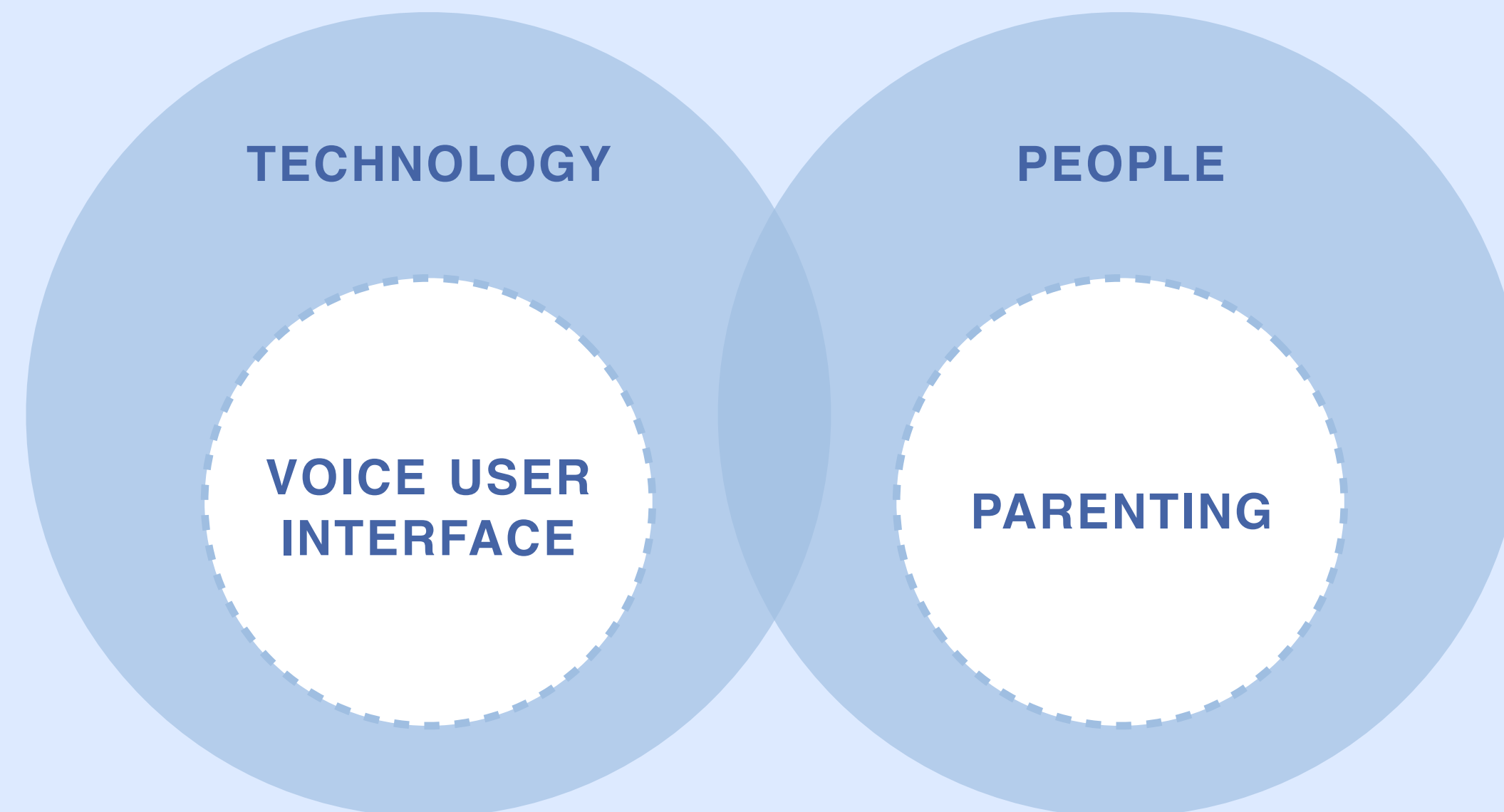
Design VUI personas that empathize with users while signaling fair and appropriate expectations.

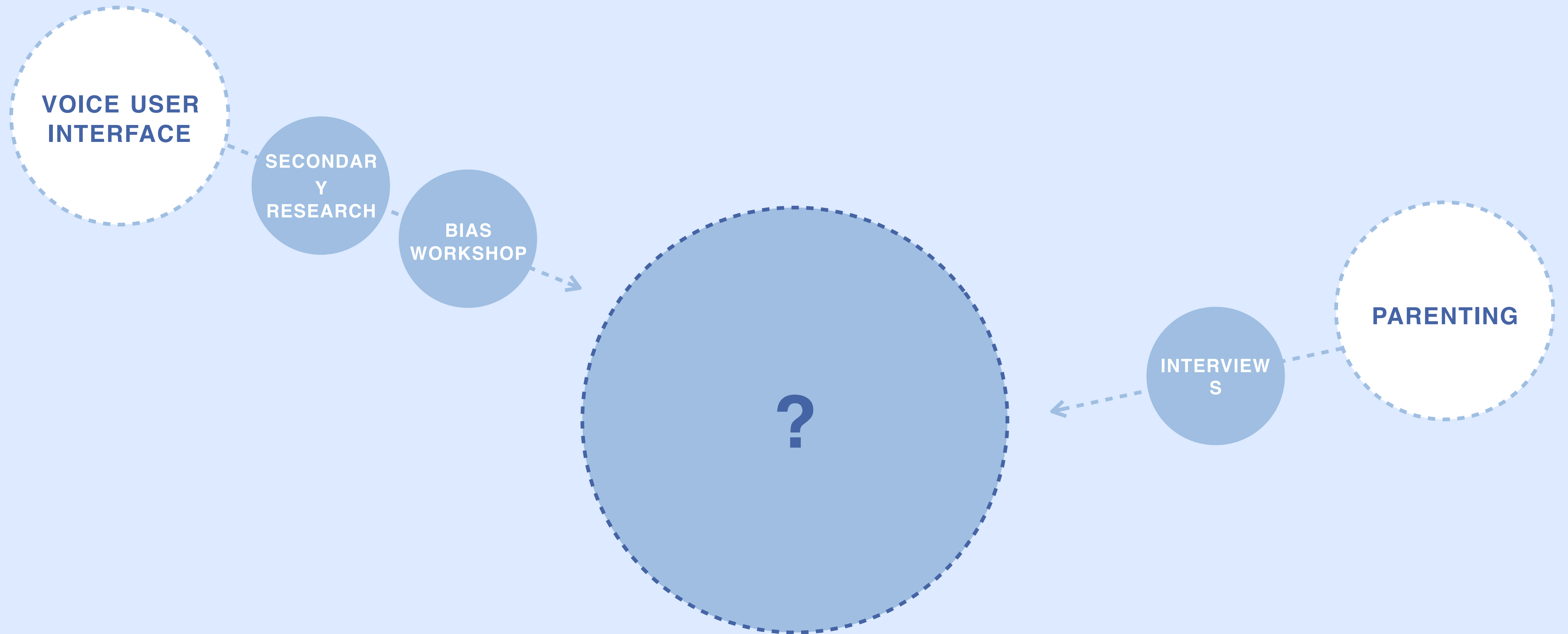
PROBLEM	Communication demands verbal and non-verbal cues to capture meaning and organize conversation
SOLUTION	When designing a VUI persona, use visual and auditory cues for extra guidance.

DESIGNING FOR VOICE | Visual cues



02 DESIGNING FOR PARENTS







PARENT
INTERVIEW

Storytelling has always been used to teach language, develop imagination, and promote strong bonds between parents and children.

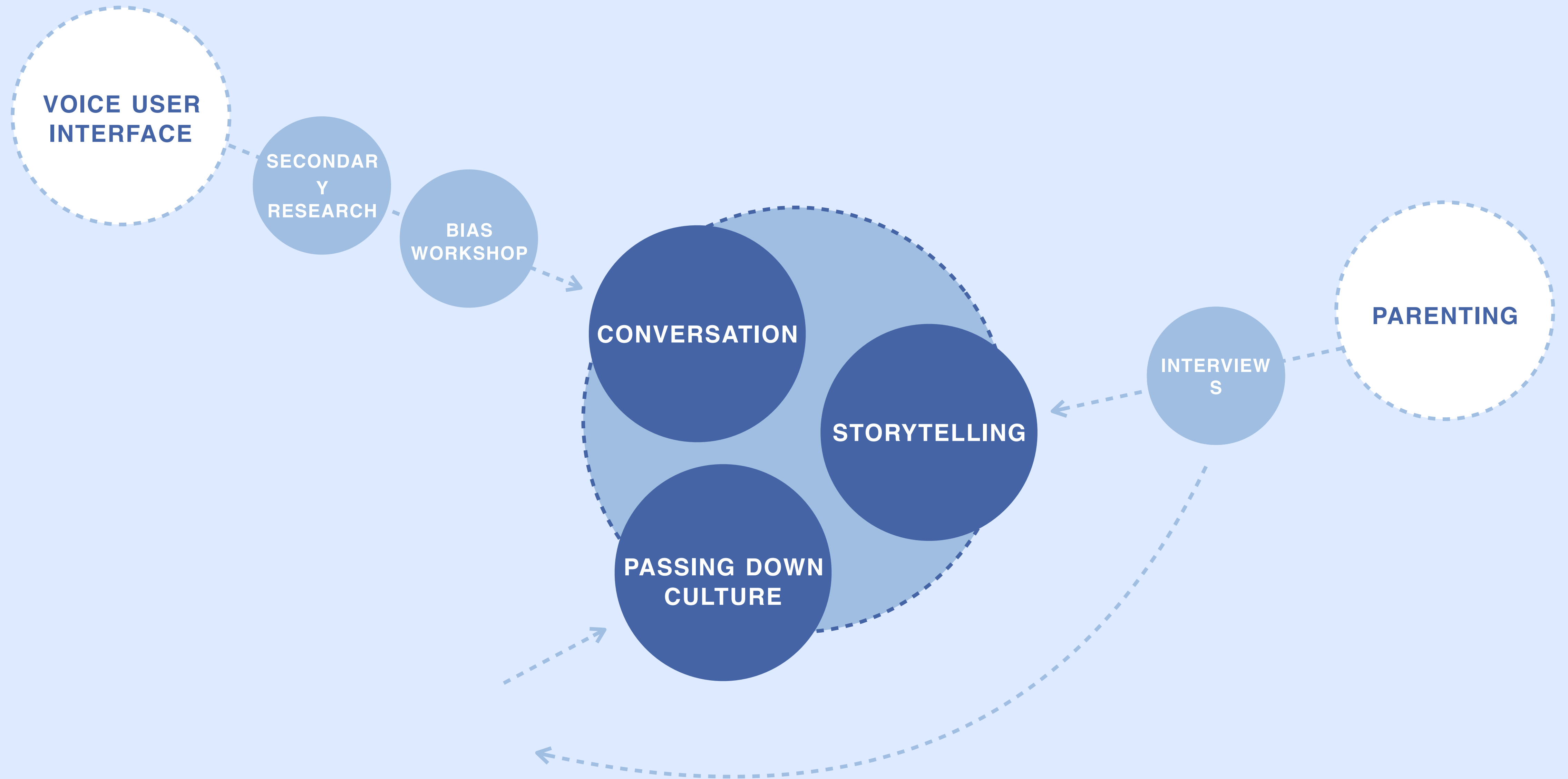
It's a powerful tool to share key moments and valuable experiences.



Voice is first and foremost a human interaction before it was used to interact with computers.

And this lends itself perfectly to storytelling.

03 DESIGNING WITH PURPOSE





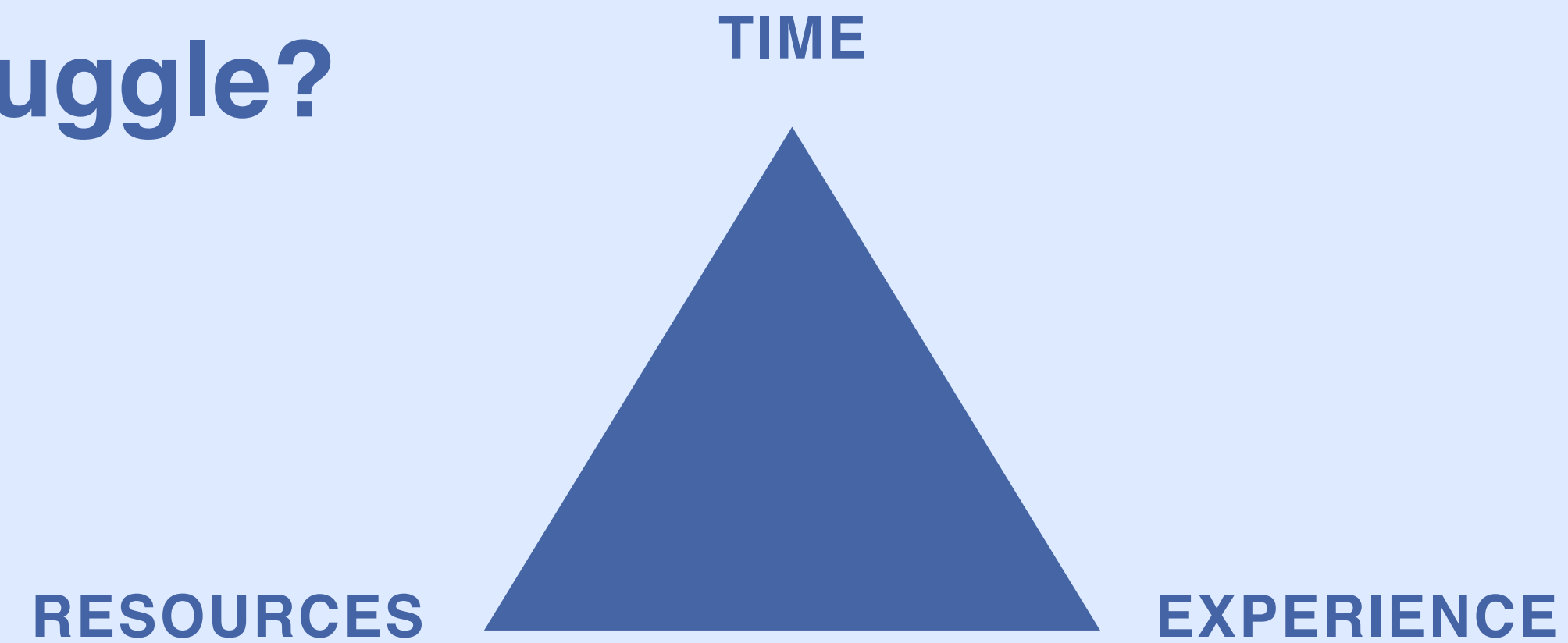


PARENT INTERVIEW



Parents who move to America struggle to pass along their native language and culture to their children

Why do they struggle?



“I’m putting my all into this. I need help **involving my husband**, who doesn’t speak Spanish.”



She was 17 years old
She was born and raised in LA
She is 35 years old
Her household income is \$50k



She is the Hispanic-American
She thinks it's a little pricey.

• household income: \$70k

“We want to make both assimilation and our heritage priorities for him. I need help **figuring out where to start.**”



Rohan

- 35 years old
- born in India
- moved to Michigan for grad school 3 years ago with his wife Priyanka
- baby Nikhil is 6 months old
- some extended family in Michigan, but not close
- household income: \$120k

Involvement



The monolingual child then becomes the “**broken link**” between their native culture and the family’s future generations in America



OPPORTUNITY SPACE

2017



We're living in a world where new movements to suppress cultural diversity are emboldened, threatening the values we share.

How might we design a tool to support cultural traditions in the home?

How might the tool share the responsibility of raising a bilingual child with the parent?

How might design help us stand up for our values by celebrating culture and diversity?

OPPORTUNITY SPACE

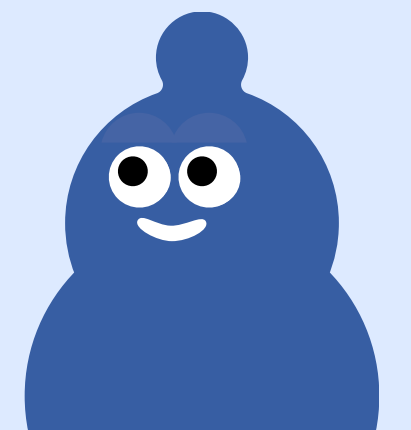
REVISED PROMPT

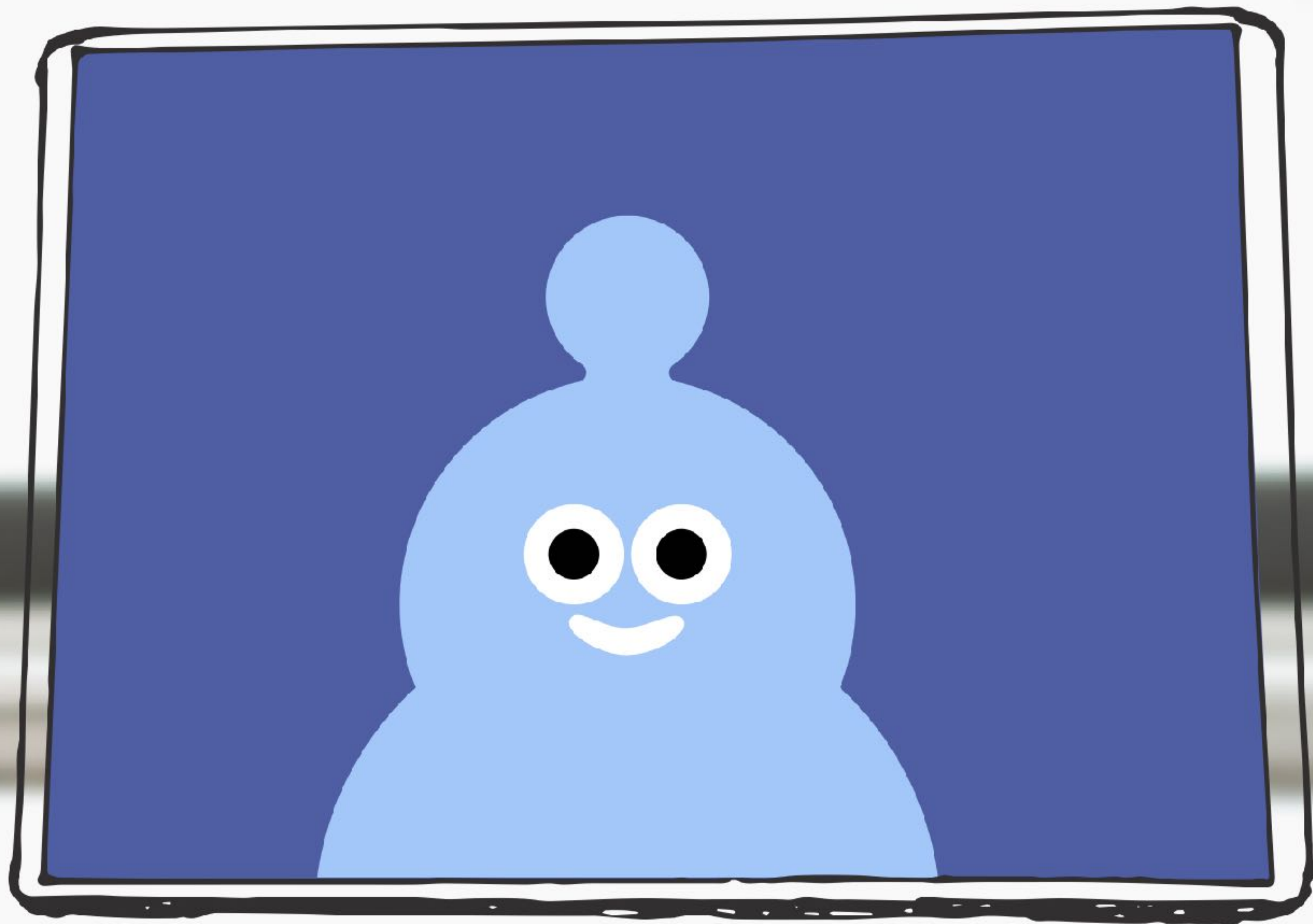
Design a near-future conceptual product to help parents transfer their native language and culture to their children.

Lòree



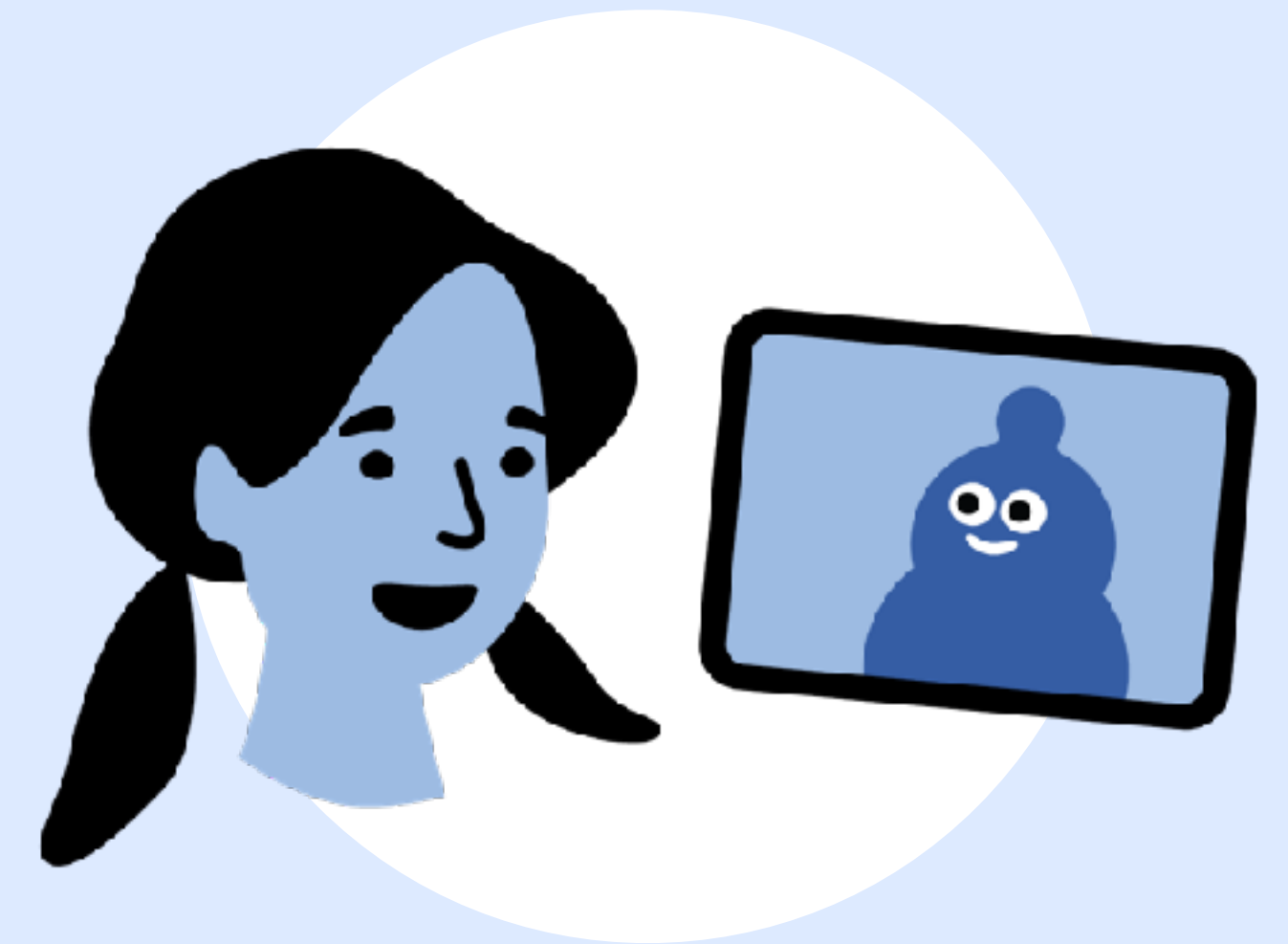
Loree is the conversational AI redefining the way parents pass down their culture through story and language.





An intelligent companion

She lives inside your devices, is fluent in all languages, and helps introduce culture through language learning into your child's daily routine.





Native language exposure

Loree is an interactive and natural conversationalist.





Дыг моря

Customs and traditions through stories

Loree creates original stories and beautiful illustrations with a little help from your child's imagination.



VIDEO

05 Q&A

loree.momentdesign.com

