Using Smart Speakers for Accessibility

Preparing for Smart Speakers and Voice Assistants

@CreateMyVoice
Voice Assistants - Reducing Friction

#VoiceFirst Examples

What is a Verbal Brand?
“the bedroom is now the most popular location
... the bedroom, living room, and kitchen the
“big three” for smart speaker locations ...
41 - 46% of users. The other big mover in 2019
was the bathroom. It more than doubled from
results the past two years to 13%.”
The tech companies’ vision for voice goes way beyond smart speakers to become embedded in every device, supporting and anticipating user needs.”

NIC NEWMAN / REUTERS INSTITUTE (2018)

“THE FUTURE OF VOICE AND THE IMPLICATIONS FOR THE NEWS”
“Amazon.com Inc. has more than 10,000 employees working on its Alexa virtual assistant ...

Dave Limp, SVP of Amazon Devices, outlined new areas where Alexa can expand in the coming years, including in offices, cars, and hotel rooms.”

DOUGLAS MACMILLAN / WSJ.COM (2018)
“Moving from a company that helps you find answers to a company that helps you get things done”

SUNDAR PICHAI / GOOGLE CEO (2019)
Show Me

How Companies Are Using Voice Technology to Engage Customers
Branded: Capital One

“Alexa, ask Capital One, what’s my balance?”

From tracking your spending to making a payment, now you can manage your Capital One accounts through any Amazon Alexa-enabled devices, including the new Echo Show. Talk about convenient.

Enable the skill
Branded: Capital One

“Alexa, ask Capital One, what’s my balance?”

From tracking your spending to making a payment, now you can manage your Capital One accounts through any Amazon Alexa-enabled devices, including the new Echo Show. Talk about convenient.

Enable the skill
“Alexa, ask Capital One, what’s my balance?”

From tracking your spending to making a payment, now you can manage your Capital One accounts through any Amazon Alexa-enabled device, including the new Echo Show. Talk about convenient.

Enable the skill
Branded: Dominos

Supper
Branded: Dominos

NOW YOU CAN GET POINTS TOWARD FREE PIZZA ANY WAY YOU ORDER.

WE WORK HARD TO MAKE IT EASY FOR YOU TO GET FREE PIZZA. HIGH-FIVE THIS PIZZA BOX AND IT'LL BE LIKE YOU'RE REALLY HIGH-FIVING US.
Podcasters

“Ask Audio Branding to Play Episode 35”
BLOGGERS

“Start Love Built Life”
Bloggers

"Ask My Quest to Teach to Play the latest Blog Post"
Bloggers

“Ask Create My Voice to Read Blog Post 27”
Alexa and the Elderly

Comments

This first commenter shares how Alexa opened her world.

<voice name="Raveena">“I thought Alexa was just for things like turning on lights, but it opened a whole new world; you can do anything that you want to do.”</voice>

And this last comment references how using Alexa helps someone with physical difficulties.

<voice name="Brian">“I have a genetic tremor. So entering data is a pain. The ability to speak a command and get something to happen is a wonderful thing.”</voice>
What is a Verbal Brand?
Verbal Branding

- Style, Language, Tone
- EarCon (Sonic Brand) and Audio Branding
- Interaction Model (UI for Voice)
- Verbal Domain Name (Invocation Name)
Verbal Branding

- Domain Name ⇒ Invocation Name

- Sight vs Sound
  - https://rhymezone.com

- "Two Cents"
  - TwoCents.com
  - Two-Cents.com
  - 2Cents.com
  - ToCents.com
  - TooCents.com

- Too-Sense.com
  - To-Sense.com

"Two Cents"
Verbal Branding

- Domain Name ⇒ Invocation Name

- Sight vs Sound
  - https://rhymezone.com

- Example
  - CapitalOne.com
  - CapitolOne.com
  - Capitol1.com
  - CapitaleWon.com
  - KapitalWin.com
“Voice Is the Future of How Brands Will Interact With Their Customers”

BRITT ARMOUR / CLEARBRIDGE MOBILE
Recap

Voice Technology is Transformational

Voice Technology is Making it Easy
(Reduce Friction)

Protect Your Brand
(Claim your Invocation Name)
THANK YOU!

CHIP EDWARDS

Twitter: @CreateMyVoice
LinkedIn: /in/cedwards/
Email: Chip@CreateMyVoice.com

"Hey Google, Talk to Create My Voice"