

Giving Voice to Research

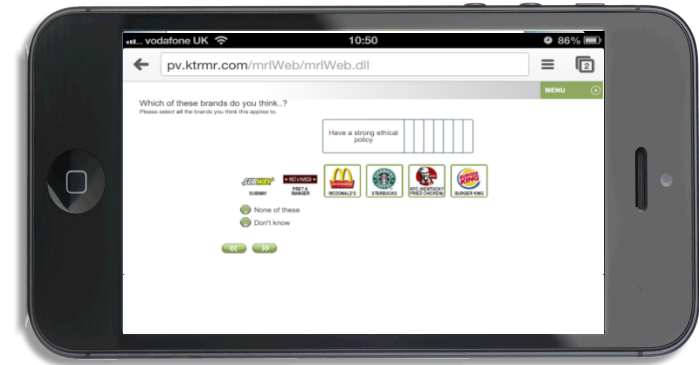
IIEX

Frank Kelly



Some questions to ponder....

- How fast can you read?
- How well can you read?
From a small device?



- How quick can you type?
- How quickly can you speak clearly?
- In the future will we read less and listen more?
- In the future will we type less and speak into devices more?

Natural Conversation

Usage of voice search is everywhere

SIRI

409 Siri Sessions Detected

150 Sessions were at Home

259 Session when Outside

70% of those who were outside were travelling
(at greater than 4 miles per hour)

GOOGLE VOICE SEARCH

875 Google Sessions Detected

416 Sessions were at Home

459 Session when Outside



This respondent is
traveling at >30 mph

Source: LSR US Mobile Panel – respondents with location permission

Research Enablement

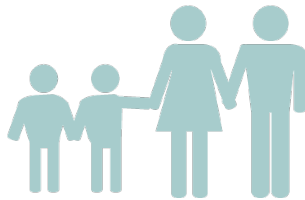
Literacy



Mobility



Children



Vision Impaired



Non-literate



- ➔ Better representation in Research
- ➔ Improved Research Interaction

2014 Mobile Pilot Project Details



Market: US

Time Period: December 22nd to 28th, 2014

Completes: 50 completes, mix of ages, genders, regions

Source: Lightspeed GMI Panel

Qualification Criteria: had to complete survey on an iPhone 5 or 6

Detailed instructions with images were provided to explain the necessary iPhone settings

Survey: eight simple questions about holiday traditions

Instructions first section: we were exploring some new ways to do research, asked them to turn on text to voice feature on phone, most were able to do so

Instructions second section: explained how to use voice to text feature to complete a series of open ended questions. Most were able to get process to work

Text to voice

Do you think the text to voice feature is helpful?



About a third found the feature useful, about a third found it of some use but had problems and about a third were negative about text to voice.

“It makes it a lot easier to respond while driving.”

“For the surveys I prefer to just read.”

“The monotonous tone is aggravating after a short time.”

“Yes, it is awesome. I love it.”

“No. I would rather read list and select answer.”

“It can be irritating”

Voice to text

Have you used the voice to text feature on your phone before today?



21 of 50 had used the voice to text feature before this test

"Yes. It makes email and texting much easier."

"Yes I use it all the time."

"I don't really like it."

"Yes. It makes it easier to provide a longer and more detailed response."

"Sometimes it is helpful but sometimes it messes up and take too long."

"Not really. I'm not sure what the purpose of this feature is. For me, it was more of a nuisance."

2014 Mobile Pilot study results



Results Reasonable? Yes

Limited data but answers make sense
multi-code had multiple answers

Dropout pattern as expected
not affected when switch from T2V to V2T

Results Usable? Yes

Holiday songs – spoken titles were understood and transcribed correctly

Kids Pilot Project Details

Market: US

Time Period: January 6-9, 2015

Completes: 160 completes
80 Voice to Text
80 Text to Voice
Split between younger/older children

Source: Lightspeed GMI Panel

Technical Criteria: T2V required Chrome; V2T required Google Voice or mobile



Talking to children

T2V: text read out loud, respondents click on answers

Instructions

This survey can read questions out loud to you. To hear the questions, just hover over the question text. If it doesn't work at first, try hovering again.

V2T: open ends

Instructions

This survey will let you speak your answers to certain questions, instead of typing them. To do this, please make sure the voice-to-text functionality is working on your device, and be sure to speak clearly into the microphone

Kids Satisfaction Results

SATISFACTION AMONG THOSE EXPOSED WAS GOOD:

Text to Voice

81% “Really Easy to Understand”

78% “Want more surveys to talk to you”

Voice to Text

72% “Really Easy to Do”

46% “Want to speak answers on more surveys”

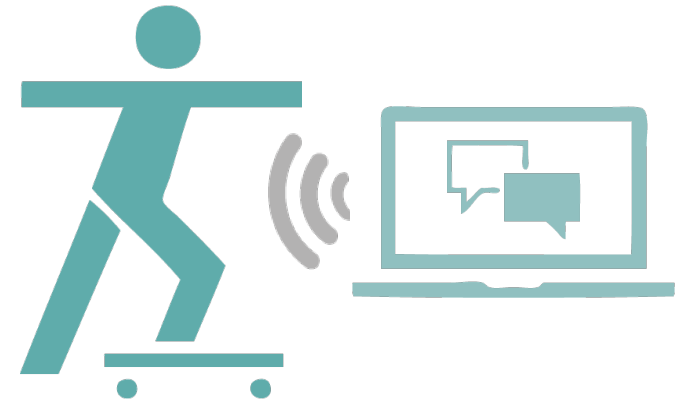
Adult interest less certain

55% “yes” to either V2T or T2V



Text to voice

Is there anything you or your child particularly liked or disliked about the “text to voice” feature of this survey?



“it made it easier to understand the text that was a little harder to read”

“alex is 12 years old so he didn't like it. it annoyed him.

“He said it was a little like a robot”

she didn't like it to read to her because she can read but this would be awesome for my younger kids I think it was great

It was helpful when my daughter was having trouble with a question.

It was annoying that it always spoke when we hovered over the word

Voice to text

Is there anything you or your child particularly liked or disliked about the “voice to text” feature of this survey?



“Liked it because it’s easy to use

it didn’t work

He wanted to type like a big boy so he didn’t use it

“it was a fun way to take survey”

he didn’t want to try it in case it didn’t work

just was shy and didn’t want to speak out the answers

Kids Pilot study data results

Text to Voice

No differences in key metrics:
brand awareness
brand imagery
ad awareness



**Text to voice
doesn't
change data!**

Voice to Text

Less participation
More difficulties implementing...



**Voice to text:
The Jury is still
out**

Can we implement it?

Mobile Apps



PC



Voice Technology



Instructions



Understanding

T2V



V2T



Summary

May not be ready for prime time – but still an interesting option

- V2t may be an easier sell than t2v – read faster than speak. Got to get over shyness.
- Voice gaining acceptance across a wide variety of applications, may come to expect that feature – become the norm – what’s wrong, it can’t understand my voice. (3 years!)
- T2V is good “just in case” for pre-literate or non-literate groups – or for when driving - specific situations or populations, but not a key driver of innovation in research.

