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.
the realm of ubiquity

smartphones, laptops, TVs

Siri, Alexa

Speech-to-text

UTILITY

RECREATION
01 DESIGNING FOR VOICE

the future of
TECHNOLOGY

VOICE USER INTERFACE

PEOPLE

PARENTING
Examples today

Amazon Echo  Siri  Google Home
Evolution of voice interfaces

VOICE USER INTERFACE

Clapper lamp
Robot customer service, Speech-to-text
Alexa
Siri
Google Home

MACHINE-LIKE
binary tasks
command-driven

ANTHROPOMORPHIC
emotionally intelligent
self-aware

conversation
humor
machine learning
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.
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
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.
Social norms and stigmas prevent users from freely using VUIs in public.
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When designing for the near future, the optimal use case is within the home and other private spaces.
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
Samantha from Her hosts Persona examples

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Westworld hosts  Samantha from Her
DESIGNING FOR VOICE

Obstacles

**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.
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

- Turn on the lava lamp
- Speaker with lights indicating status
- Call indicator showing 'Mom calling...'
- Dark screen with a single horizontal line
DESIGNING FOR PARENTS
TECHNOLOGY

VOICE USER INTERFACE

PEOPLE

PARENTING
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.
Why storytime?

PARENTING
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
PASSING DOWN CULTURE

CONVERSATION

STORYTELLING

OPPORTUNITY SPACE

PASSING DOWN CULTURE
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.”

“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

LESS

MORE

Involvement

We were both born and raised in LA. My husband was 17 years old when he moved to Michigan to attend college. Our household income is $50k. Although we’ve been living here for several years, we haven’t felt a strong sense of belonging. The city is diverse, but it’s a little pricey.

Involvement

We’ve been living in Michigan for a few years, but we still feel like outsiders. The city is diverse, but it’s a little pricey.

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We’ve been living in Michigan for a few years, but we still feel like outsiders. The city is diverse, but it’s a little pricey.
The monolingual child then becomes the “broken link” between their native culture and the family’s future generations in America.
We’re living in a world where new movements to suppress cultural diversity are emboldened, threatening the values we share.
Why pass it down?

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