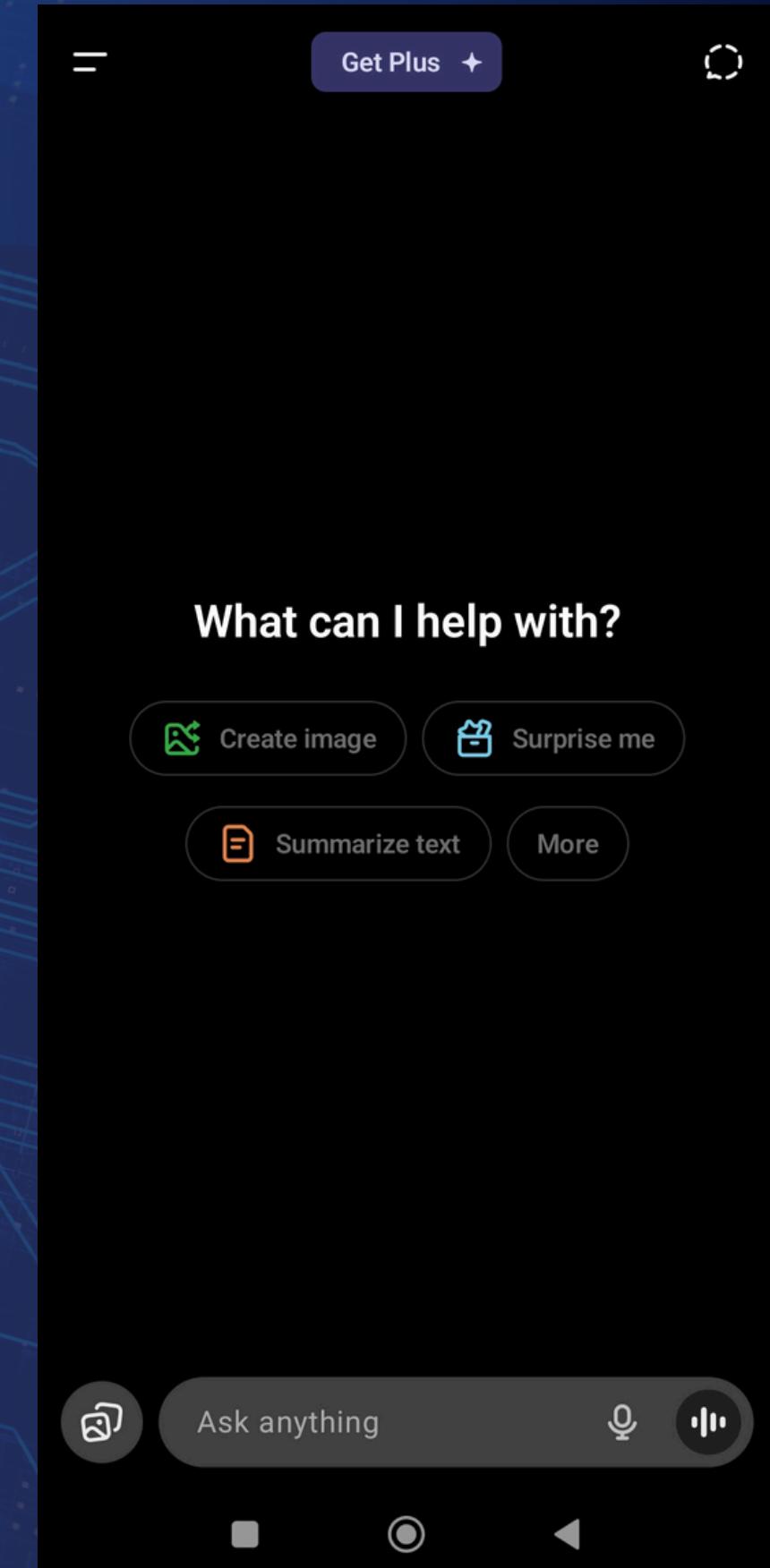


Milestone 1

Increase the Voice input on the ChatGPT Mobile App

Batch 39 - Dipak Nandeshwar



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India's Voice-Tech Landscape & Mobile Usage Trends

Market Analysis



Explosive Growth: Voice recognition market projected to grow from \$462.8M (2024) to \$2.98B (2033) at a 23% CAGR

Mobile-First Nation:

- 1.12B mobile connections
- 806M internet users (majority mobile)
- Rural smartphone adoption growing



Voice Usage Trends:

- 76% are familiar with voice tech
- Hindi usage in Google Assistant is 2x global average
- WhatsApp voice notes, Alexa adoption, and voice search surging
- Voice search growing at 270% YoY

Growth Drivers



Expanding Mobile Internet Penetration

- Over 55.3% of India's population approx. 806 million people access the internet via mobile devices (out of a total population of 1.46 billion).

Mainstream Voice Feature Adoption

- Nearly 65% (about 524 million people) use voice search, highlighting the convenience and growing preference for hands-free interaction.

Youth and Early Adoption

- Over 60% of Gen Z regularly use voice input for search and note-taking, positioning them as a key driver of ongoing growth and innovation.



MAINSTREAM VOICE TECH ADOPTION

- **Google Assistant:** Hugely popular; more than 50% of users interact using Hindi or other regional languages. Commonly used for searching, setting reminders, and general queries.
- **YouTube Voice Search:** Widely used, especially in Tier 2/3 cities for vernacular content. Voice search accounts for a significant share of YouTube queries in India.
- **WhatsApp Voice Notes:** Heavily utilized for messaging in local languages, favored for ease in noisy environments or when typing is inconvenient.

ADDRESSABLE CHALLENGES

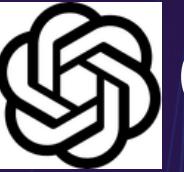
- Voice often trusted for search and casual tasks, but less for productivity or formal input.
- Uptake limited by inconsistent accuracy, low discoverability, and lack of onboarding.
- Language support and clear prompts are critical for large-scale adoption.

WHY IT MATTERS

- India is
- Voice-ready
 - Multilingual
 - Mobile-first and
 - Culturally aligned with spoken interfaces.

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ChatGPT Mobile UX vs. Voice-First Apps

ChatGPT Mobile Voice Input Analysis

- Where is it surfaced?**

- The mic icon/fire icon is present, but only displays after clicking in the text box resulting in low discoverability.
- No onboarding, contextual tips, or language-selection options within voice flow.

- User Journey Issues:**

- Voice input is single-turn; users need to repeatedly tap to speak.
- Voice rarely personalized; defaults to English with minimal regional adaptation.
- App store reviews mention lack of awareness about the feature, requests for more languages, and unreliable recognition.

UX Gaps to Address

- Lack of proactive prompts or guides for discovering voice features.
- No personalization (language, dialect, accent adaptation).
- No feedback loop (user reminders or prompts to continue using voice).



Comparison of GPT with other voice first apps

FEATURE	Chatgpt	Google Assistant	Whatsapp	Apple Siri	Youtube
Multilingual Support	Medium (improving, Hindi +)	Extensive (20+ Indian languages)	Native (device language)	Medium (regional Indian languages growing)	High (search in vernacular)
Discoverability	Low (mic icon after chat start)	Very High (always on/Hey Google)	Extremely High (UI button)	High (Hey Siri)	Very High (shown next to search)
Ease of Use	Medium	High	High	High	High
Voice Interaction Model	Single-turn	Multi-turn, proactivity	Asynchronous (messages/notes)	Multi-turn	Single-turn (search only)
Onboarding /Guidance	None (no tutorial)	Present	None (very intuitive)	Present	None
Personalization	Limited	High (recognizes voice, learns routines)	None (content only)	Medium	Account-based suggestions
Context Awareness	Moderate	High	Medium	Medium	None
Offline Support	Limited	Partial	Partial	None	Yes (local storage)



Mapping product outcome to the business outcome

Why Voice Matters for ChatGPT India:

- **Access + Inclusivity:** Voice bridges gap for new internet users (especially non-English speakers, elderly)
- **Faster Input → Shorter Time-to-Value**
- **Habit Forming Loop:** Introducing voice can make interactions feel more human and habitual
- **Differentiation:** Voice can be a wedge to stand out in India's AI space

Product Outcomes

Increased Voice Input Usage Rate

- Higher % of sessions with voice interactions
- More users initiating chats with voice

Improved Accessibility for Regional & Low-Literacy Users

- Growth among users who prefer speaking to typing
- Greater adoption across Tier 2/3 cities & rural segments

Higher User Engagement & Session Duration

- More time spent per session via voice
- Smoother, more conversational user flow

Boost in Retention of Voice-First Users

- Higher return rates from voice-preference & non-English users

Business Outcomes

Increase Overall App Engagement

- More active users via voice; higher session lengths

Expand Reach to Diverse User Segments

- Acquire & retain Tier 2/3, rural, multi-lingual, low-literacy users

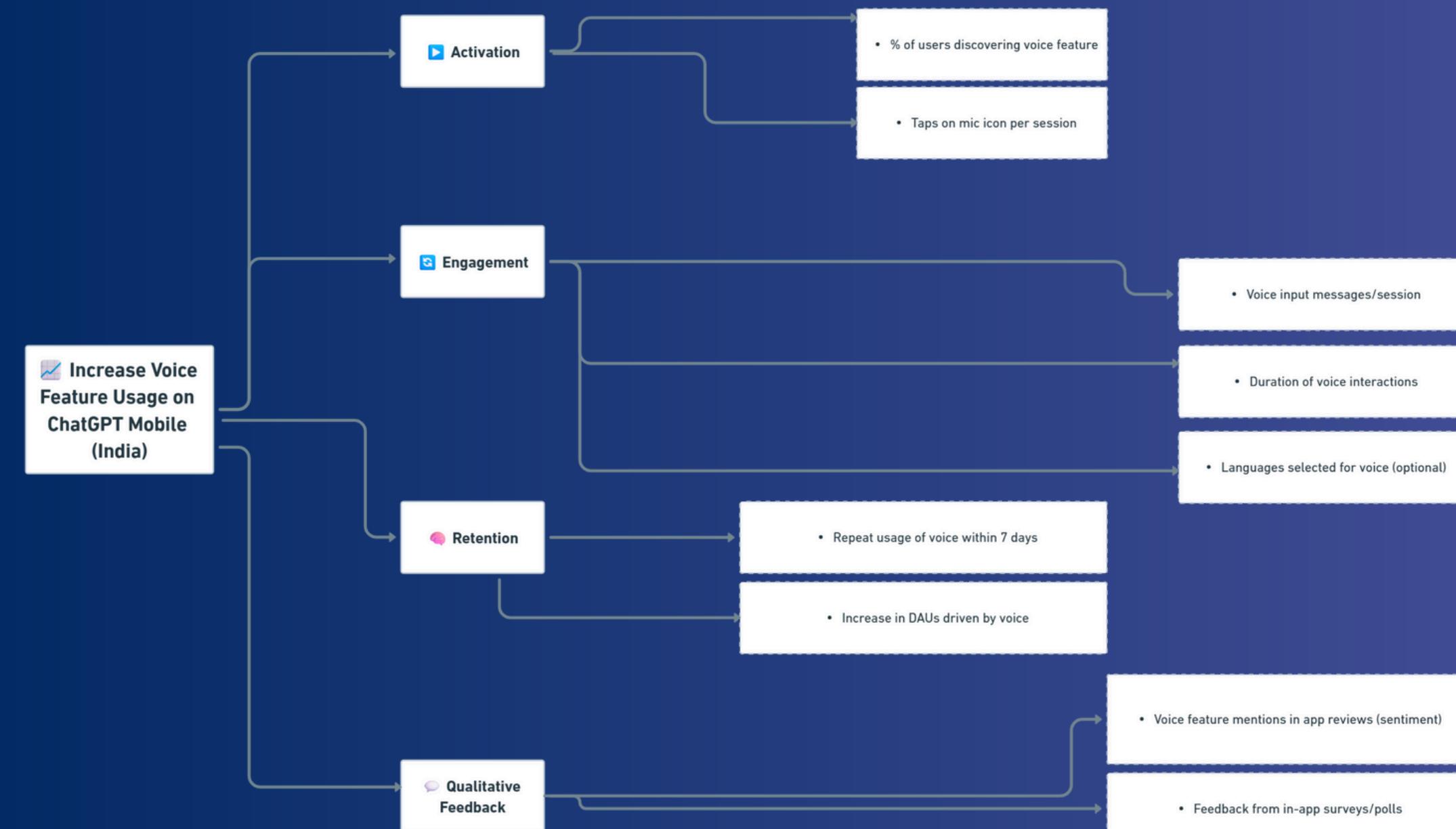
Enhance Accessibility & Inclusivity

- Lower friction for non-typers; support Indian languages by voice

Strengthen ChatGPT's Market Position

- Compete with Google Assistant, Alexa, WhatsApp; match India's voice-driven mobile behaviors

KPI Tree



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Thank You!

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