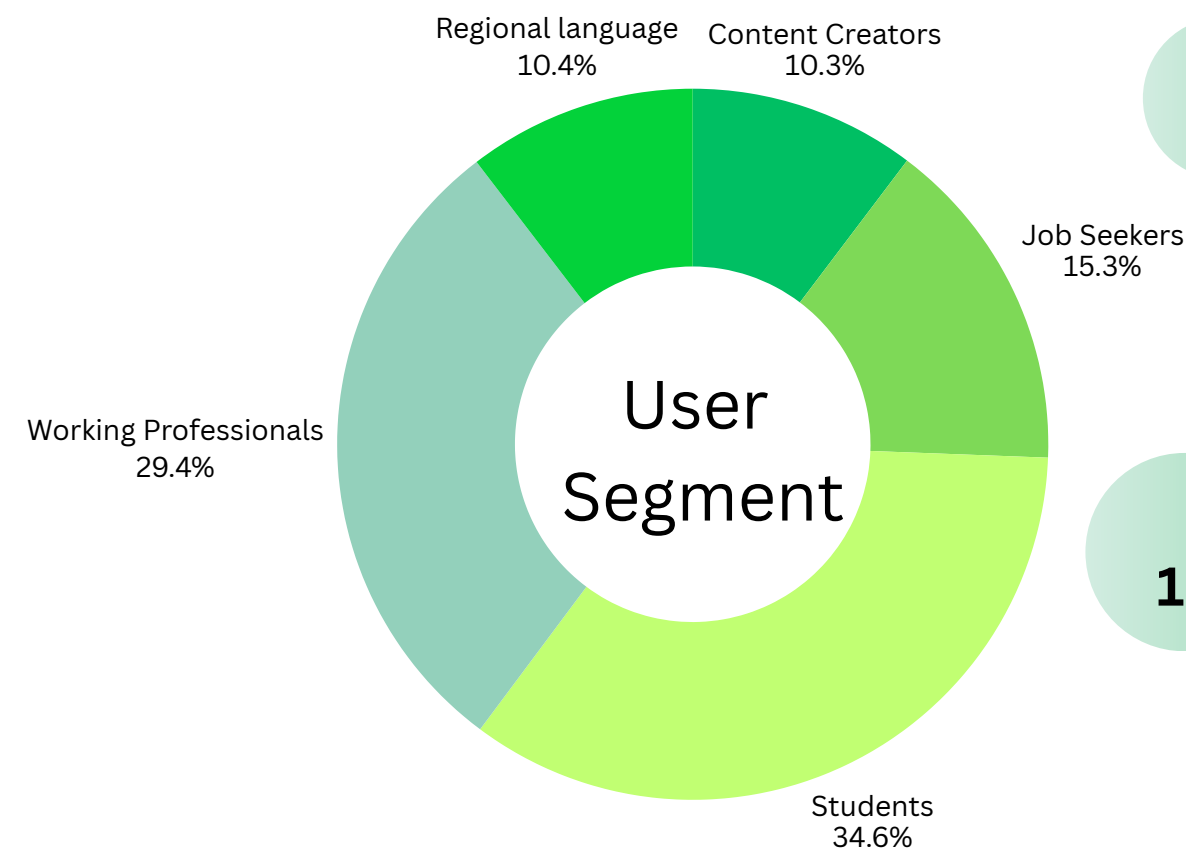# Why users are not using voice input
on ChatGPT Mobile

Milestone 2- User Research (Indian Market)

Nikulansh Kapoor

Understanding the User Segment In India
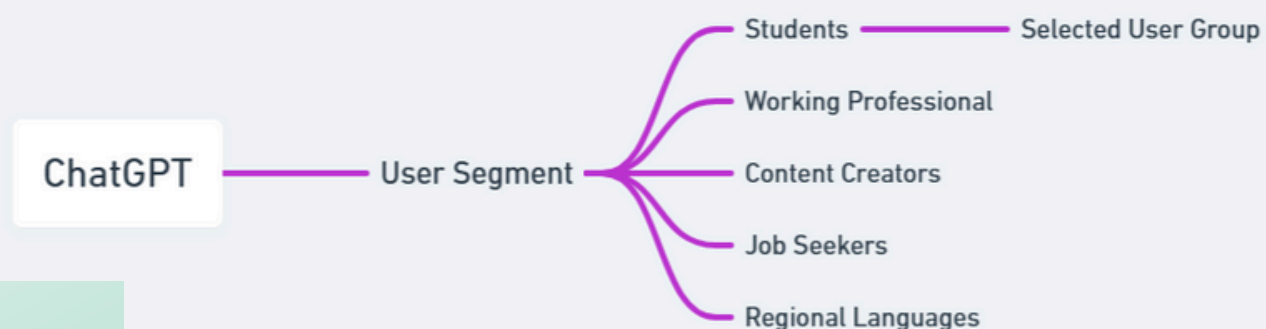

Weekly active Users
700M Worldwide

Indian Audience
13.5% (as per reports)

Indian Audience
112M weekly active users

Selected User Segment:

- **The Selected Segment for the User Research is the Students, as they make up the majority of the User Segments of the ChatGPT users in India**
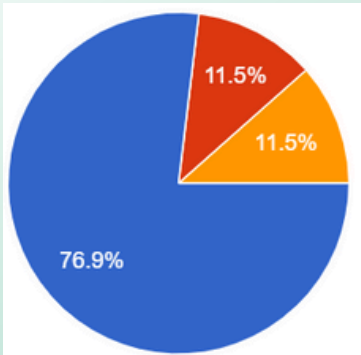
User Segment (Impacts):

- **Students (18-25 years) make up the majority of the user segment in India.**
- **Approx 43M users are in this segment alone**
- **The highest adoption rate of Ai apps being 37% annually.**
- **SmartPhone Penetration rate being at 76.6%**
- **Very high usage rate atleast 5-7 sessions per day**

Hypothesis:

- **Users are not well aware of the availability of the feature.**
- **Users are not well aware of the functionality of the feature.**
- **Voice recognition input issue.**
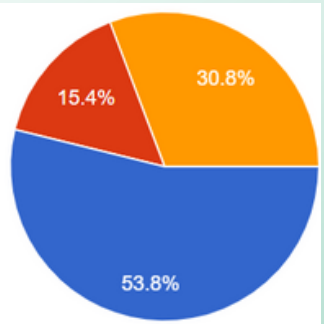- **App interface makes it difficult to discover the feature.**

Insights from User Research

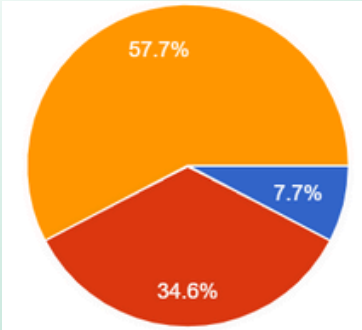## Are you aware of the voice input feature of ChatGPT?

- 76.9% No
- 11.5% Yes
- 11.5% Neutural

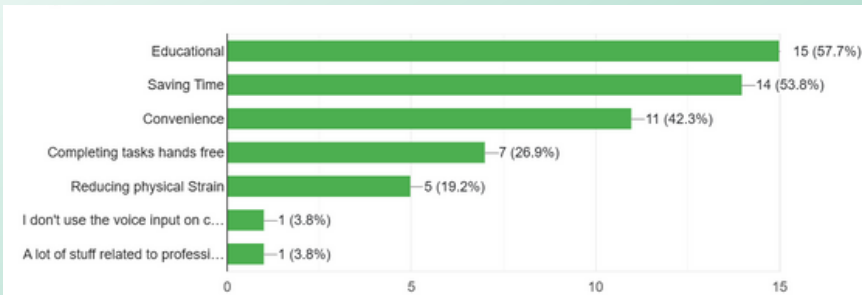## Do you find this feature easy to use?

- 53.8% No
- 30.8% Yes
- 15.4% Neutural

How satisfied are you with the voice input feature of ChatGPT?

- 57.7% Dissatisfied
- 34.6% Satisfied
- 7.7% Neurutal

What is your purpose behind using the voice input feature of ChatGPT?

Educational — 15 (57.7%)
Saving Time — 14 (53.8%)
Convenience — 11 (42.3%)
Completing tasks hands free — 7 (26.9%)
Reducing physical Strain — 5 (19.2%)
I don't use the voice input on c... — 1 (3.8%)
A lot of stuff related to professi... — 1 (3.8%)

What other apps do you prefer when it comes to the use of Voice Input oner ChatGPT?

Perplexity — 7 (26.9%)
Google Assistant — 16 (61.5%)
Gemini — 9 (34.6%)
Alexa — 6 (23.1%)
Samsung ai — 1 (3.8%)
Meta AI — 1 (3.8%)

User Pain Point Interviews:

Ridham Banga

Age:18
Feature Awareness: Yes
Usage of ChatGPT: Daily
Feature Adoption: No
Pain Points:
- Accent Recognition Issue
- Prefers Regional Language
- Feature Accessibility problem
- User Interface Promotes Typing

Yashasvi Bhatnagar

Age:22
Feature Awareness: No
Usage of ChatGPT: Daily
Feature Adoption: No
Pain Points:
- The feature was not promoted well.
- Feature Accessibility problem
- User Interface Promotes Typing
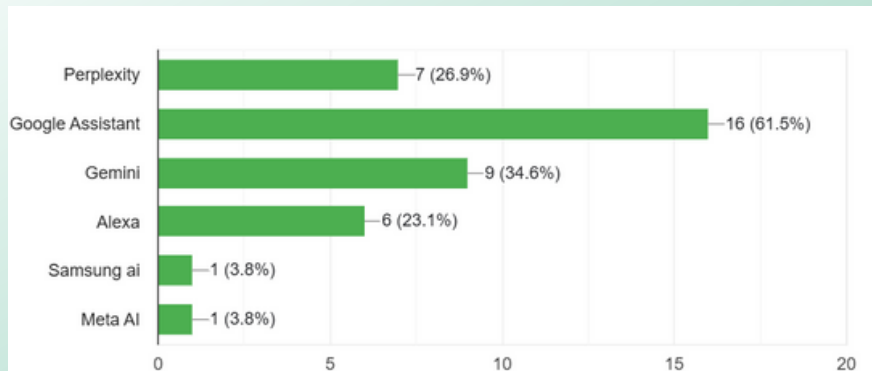
Vanshik Narula

Age:23
Feature Awareness: No
Usage of ChatGPT: Daily
Feature Adoption: No
Pain Points:
- Prefers Regional Language
- Feature Accessibility problem
- Voice Output Problem.

Problem Framing Canvas

What is the True Problem?

The problem here is **low adaptation of the Voice Input Feature of ChatGPT** due to the **users being unaware with the presence of the feature** which is caused due to **no proper promotion of the product** and the problem with **user interface making it difficult to find the feature.**

Who are the Customers facing the problem?

According to surveys conducted, the mentioned **problem is faced by 76.9% of the total user group** surveyed, consisting of **students of the age group between 18-25 years**

How do we know it is the real problem?

We can state that this is the real problem because, after conducting the user research surveys and interviews, we found that **there are 76.9% users are unaware of the feature**, out of which **55% users find the User Interface and no proper promotion as the main problem.**

What is the value generated by solving the problem?

For the target customers

- Voice-first mobile experience.
- Enhanced User Experience
- Improved Productivity and Accessibility
- Seamless Interaction

For the business

- 30% Growth Opportunity.
- Market Expansion in India.
- Competitor Advantage over other AI tools available.

Why should we solve the problem now?

- Rapid market growth at 23% CAGR.
- Voice search queries increased at a rate of 270% CAGR.
- High internet access rate on mobile in India at 97%.