

Understanding Voice

Input Growth

At ChatGPT Mobile INDIA

Milestone 1- Usage research and Product

Landscape

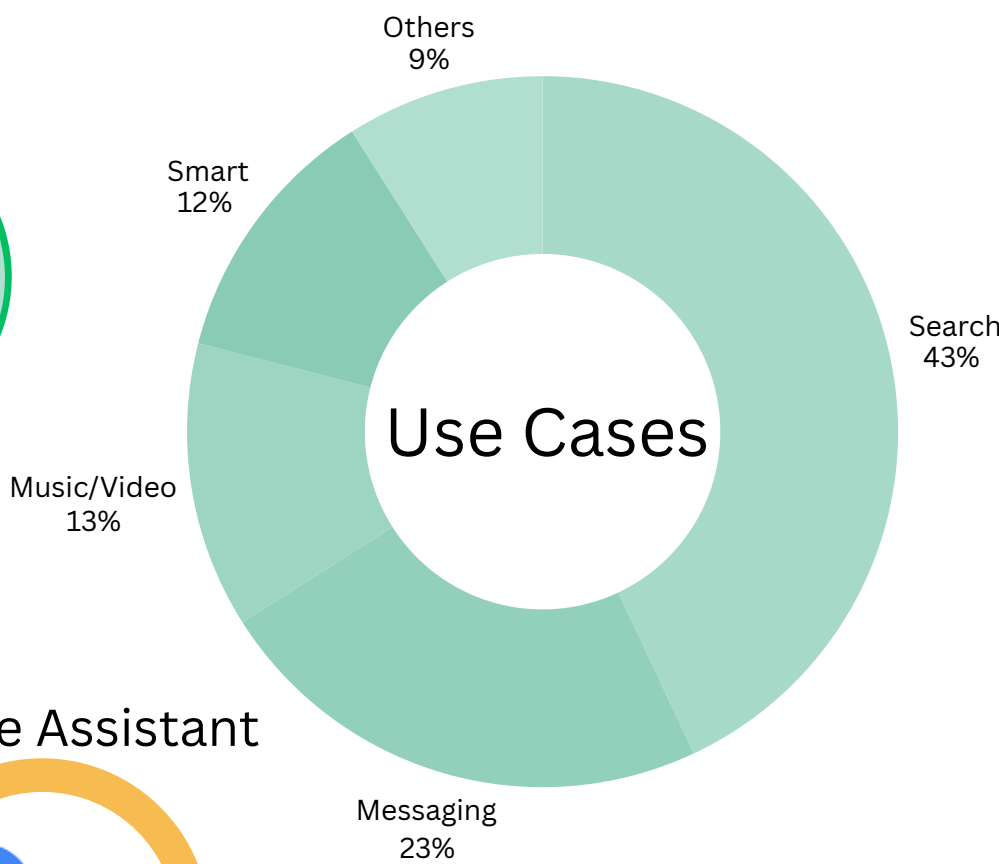
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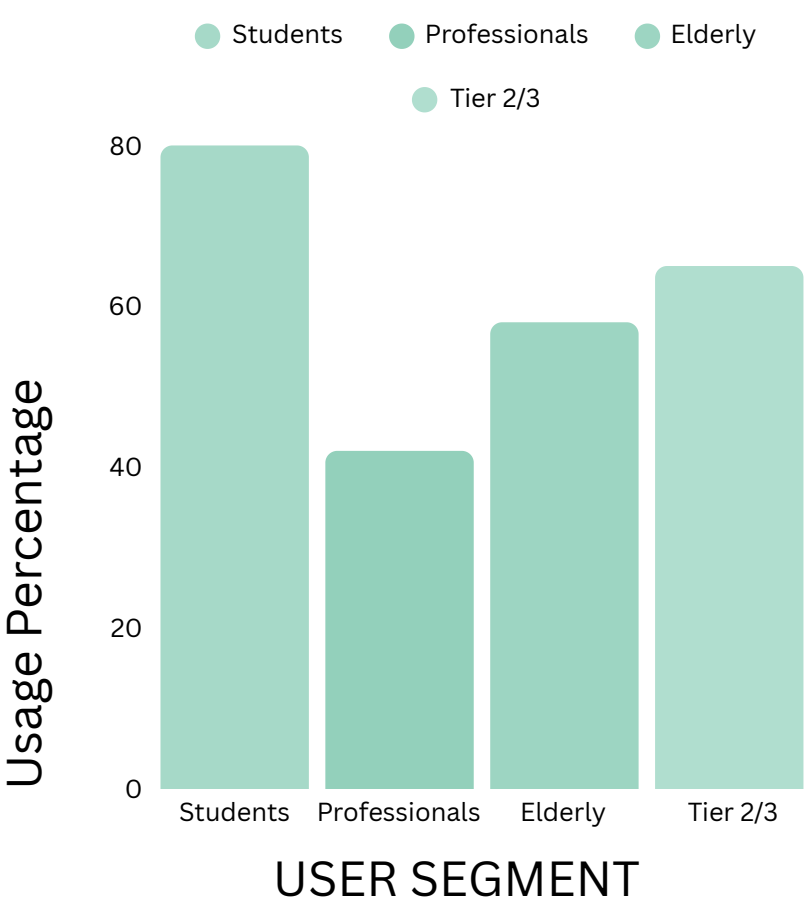
Understanding the Indian Market

Approximately 15% of Indians utilize voice search or voice commands. According to exchange4media.com, global assistants have exceeded 8.4 billion devices, and by 2026, over 50% of all users are expected to adopt voice technology—indicating significant growth on the horizon.

India is estimated to have more over 1 billion smartphone users by the end of 2025



Voice Assistant Market Growth Rate in India between 2025-2030
CAGR - 35.7%



Understanding the Indian Market

Features	ChatGPT	Alexa	Siri	Youtube	Whatsapp	Google Assistant
Language Support	Limited languages	Multilingual	Limited to some Indian languages	Multilingual	Multilingual	Multilingual
Discoverability	Mic Icon in Input bar	Prominent Mic icon in App	System assisted activation	Mic icon on search bar	Very prominent on typing bar	Mic icon on search bar
Ease of Use	Confusing even after Mic icon	Two tap activation	Voice activation “Hey Siri”	Single tap activation	Tap and hold on chat to record	Voice activation “Hey Google”
Feature Marketing	Not marketed this feature well	Prominent Promotion	Promoted as personal voice assistant	Promoted the feature after launch	Not well promoted but well adapted	Promoted as personal voice assistant
Voice input behaviour	Conversational	Conversational	Conversational	Triggers Search option	Record voice notes	Conversational
Offline use Support	Not present	Not Present	Not Present	Not Present	Works offline	Partial Support
Voice Output	Voice Reply(Only when using GPT+)	Very natural voice	Clear and expressive Voice	No Voice reply	No Voice reply	Very natural voice

Voice First Competitors

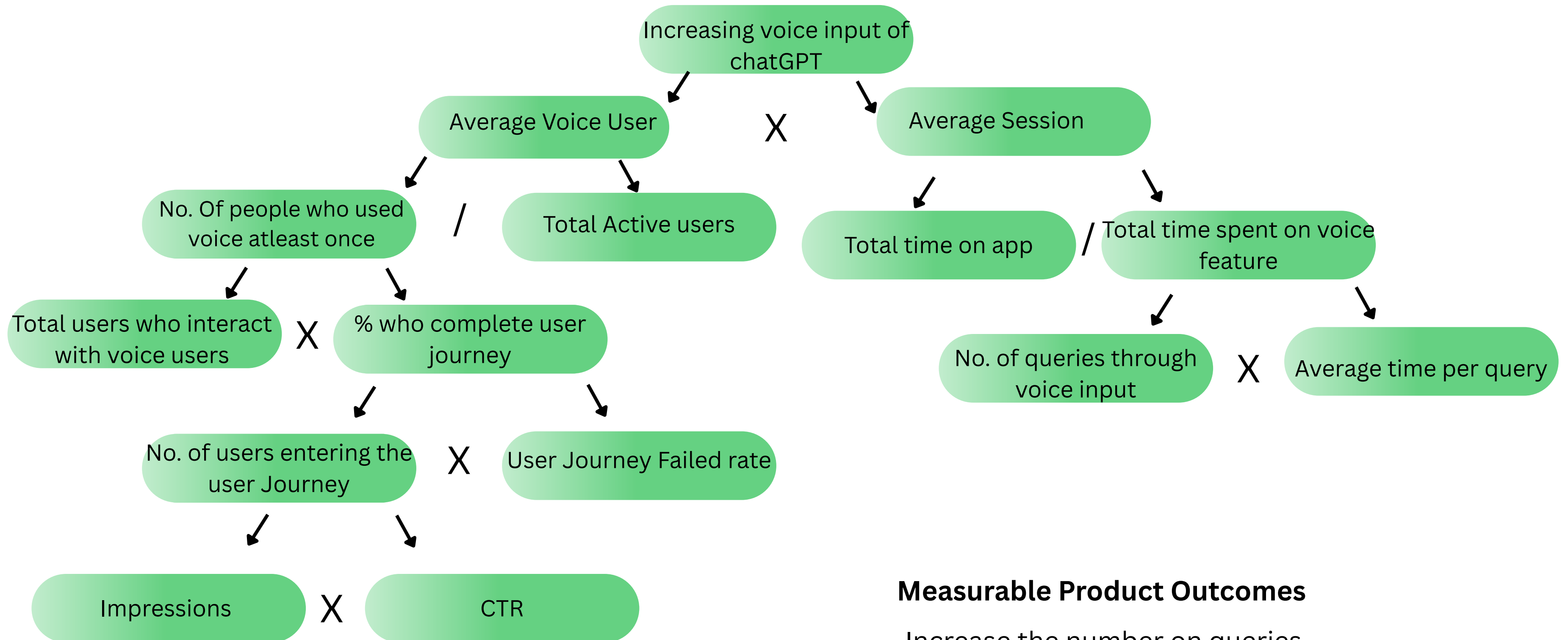
When it comes to voice-first competitors, Alexa, Siri, and Google Assistant are always the first choices of people by a big margin, and now, when we look at the adoption rate of WhatsApp and YouTube have increased too.

On the contrary, the voice search on ChatGPT is not much talked about, and some reasons are stated below

Reason behind people not using voice feature on ChatGPT

- Not Aware of the Freature
- Not sure of its working
- Prefer Typing
- Feature not Marketed
- Not working well
- Didn't notice the icon

KPI Tree



Measurable Product Outcomes

Increase the number on queries through Voice Input