



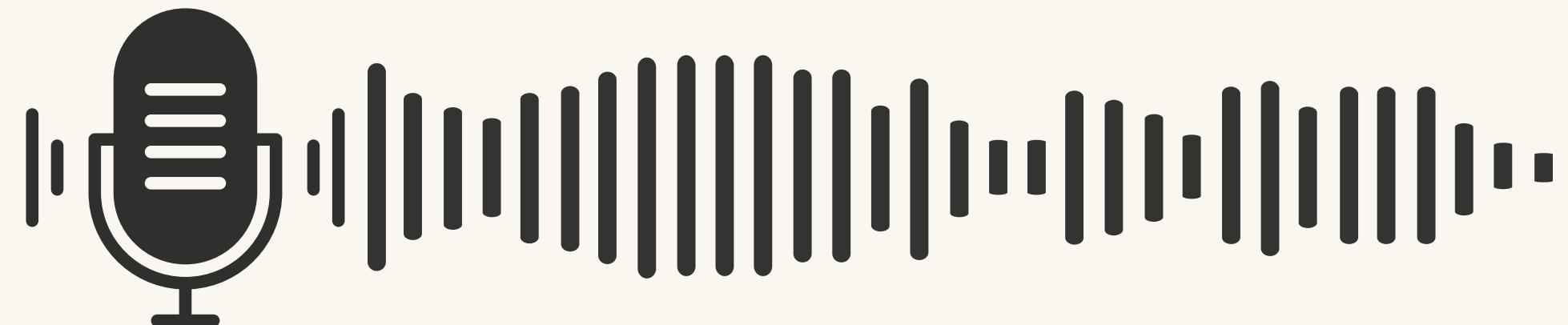
ChatGPT

# User Research & Problem Framing

USER RESEARCH STUDY ON CHATGPT VOICE FEATURE

MILESTONE-2

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# Chatgpt Voice Interaction Adoption Research - Young Working Professionals (24–34)

## segment profile

- Survey conducted with 34 applicants.
- Working professionals based in Gurugram, Noida, and Bengaluru
- Chatgpt usage: 1–2 hours per day
- android 45% , ios 55%



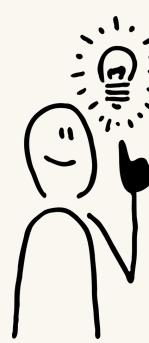
ChatGPT

## impact justification why this segement

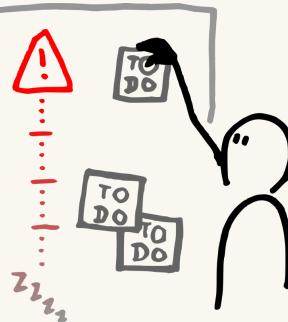
- They manage tight deadlines, multitasking, and fast-paced roles, making GPT a productivity accelerator
- High revenue intent: 65% of users in this segment use the paid version.
- Large and scalable segment with strong potential for mass adoption
- This group drives early adoption, monetization, and long-term retention.

## Most Engaged ChatGPT User Segments

- **Students & Early Learners (18–23) -** Heavy usage for study support, assignments, exam prep, and concept clarity.
- **Young Professionals (24–34) -** High daily usage for work productivity, learning, and career growth.
- **Content Creators & Marketers -** High engagement for writing, scripting, SEO, and campaign ideation.



# Survey insights from chatgpt voice adoption



## Key Quantitative Insights(survey - 33 responses)

- **Awareness** - 91% users know voice feature exists
- **Voice adoption remains limited** - Only 15% are daily users, while 50% use it infrequently and 35% not at all.
- **Awareness Without Adoption** - High awareness does not necessarily lead to active adoption.

## Key Barriers to Voice Feature Adoption

- **Work environment constraints (38%)** – Offices and public spaces limit voice usage.
- **Typing habit (38%)** – Users default to text input.
- **Privacy concerns (18%)** – Fear of being overheard or data misuse.
- **Poor voice experience (6%)** – Unclear audio and repeat prompts.

## Key Insights

- *Voice input has potential, but trust and reliability gaps prevent it from becoming a default productivity tool.*

## Key Qualitative Insights

- **User Story** - Voice Isn't Practical for Code-Heavy Workflows
- Ajay, a working professional, primarily uses ChatGPT for coding tasks. Because his work involves writing, reviewing, and debugging code, voice input is not practical for his workflow. As a result, he prefers text input and does not adopt the voice feature, even though he is aware of it.
- Yash, a working professional, uses ChatGPT in an office setting where shared spaces make voice input uncomfortable. Privacy concerns, such as being overheard, prevent him from adopting the voice feature despite being aware of it.



# Problem Framing Canvas

## what is the true problem

Voice feels slower and less precise than typing, poor accent recognition, privacy concerns and persisting social awkwardness.

Voice usage is situational, not habitual, with adoption driven by multitasking (35.3%) or typing fatigue (29.4%).

Core usage remains limited, as only 17.6% use voice for quick tasks and 14.7% have never used the feature.

## Why should we solve this problem?

India is a mobile-first country with almost 75 million active ChatGPT users on mobile, presenting a massive opportunity for an enhanced voice mode.

## Value generated by solving the problem

For Users : Solving this problem empowers users to interact faster, hands-free, and more comfortably—especially during multitasking or when typing is inconvenient. It boosts accessibility, ease of use, and engagement. Voice input also reduces friction in learning workflows and helps users with language or typing challenges use ChatGPT more confidently and efficiently.

