

Chosen Segment - Students(15-25 yrs)

- OpenAI reports that nearly half of ChatGPT users in India are under 24 and mostly use it for study, homework, and exam prep.
- An ET-Snapchat Gen Z survey finds 78% of Indians aged 18–28 regularly use AI tools like ChatGPT, mainly for assignments, research, and content creation.

“Who They Are” (Students aged 15–25)

- School, college, and coaching learners
- Heavy mobile-first users of ChatGPT
- Use AI for doubts, assignments, coding, and quick explanations
- Frequently study in shared spaces (hostels, libraries, classrooms)

“Why They Matter” Largest & fastest growing ChatGPT segment

- Multiple daily interactions for study tasks
- High repeat usage → strong habit formation potential
- High influence within peer groups (college networks)
- If voice works for students, adoption spreads rapidly across campuses

“Why Voice Works Here” Perfect fit for student behaviour

- Students already use voice heavily on WhatsApp/YouTube
- Many “quick doubt” moments where voice is faster
- Huge upside due to low awareness + confidence barriers
- Voice enables hands-free learning during multitasking (walking, cooking, traveling)

Insights from User Research (Quant + Qual).

Quantitative Insights

- 63% didn't know ChatGPT has voice input
- 54% never noticed the mic button
- 72% use ChatGPT in shared/public spaces
- 58% feel awkward speaking aloud
- 70% would use voice if Hinglish accuracy improved

Qualitative Insights

- "I don't want my roommates hearing my doubts."
- "I'm not confident speaking English; typing feels safer."
- "Library/classroom is too silent for voice."
- "Metro noise ruins the transcription."
- "Typing feels more 'academic' for studying."

Key Behaviour Patterns

- Students have voice habits but don't transfer them to ChatGPT
- Privacy > convenience in study environments
- Voice feels public, while study work feels private
- ChatGPT = typing mental model, not "talking"
- Hinglish uncertainty reduces trust in voice.

Core Insight : Voice is not a technical problem it's a social, contextual, and confidence problem. Students avoid voice because it feels public, awkward, and linguistically unsafe also they feel more confident in typing.

Problem Framing Canvas

| USER + GOAL | BEHAVIOUR + BARRIERS | DEEP INSIGHTS |
|---|---|--|
| User Segment - Students (15–25), mobile-first, study in shared spaces. | Current Behaviour - Always typing, rarely voice. | Mental Models - “ChatGPT = typing study tool.” “Voice = casual.” Emotions Embarrassment, privacy concerns, English anxiety. |
| User Goal - Fast, private doubt solving in Hinglish/English. | Constraints - No voice onboarding, subtle mic button, Hinglish limitations, noisy environments. | Opportunities - Private moments, multitasking, theory subjects, WhatsApp voice habits. |
| “ Students want an AI assistant that adapts to their real environments – noisy, shared, multitasking – not a tool that forces them to type.” | Tension - Want speed, but environment blocks voice. Pain Points - Mic hidden, noise, Hinglish errors, hard to speak code/math. | Root Problem - Voice feels public + risky + non-academic → misaligned with how students actually study. |