











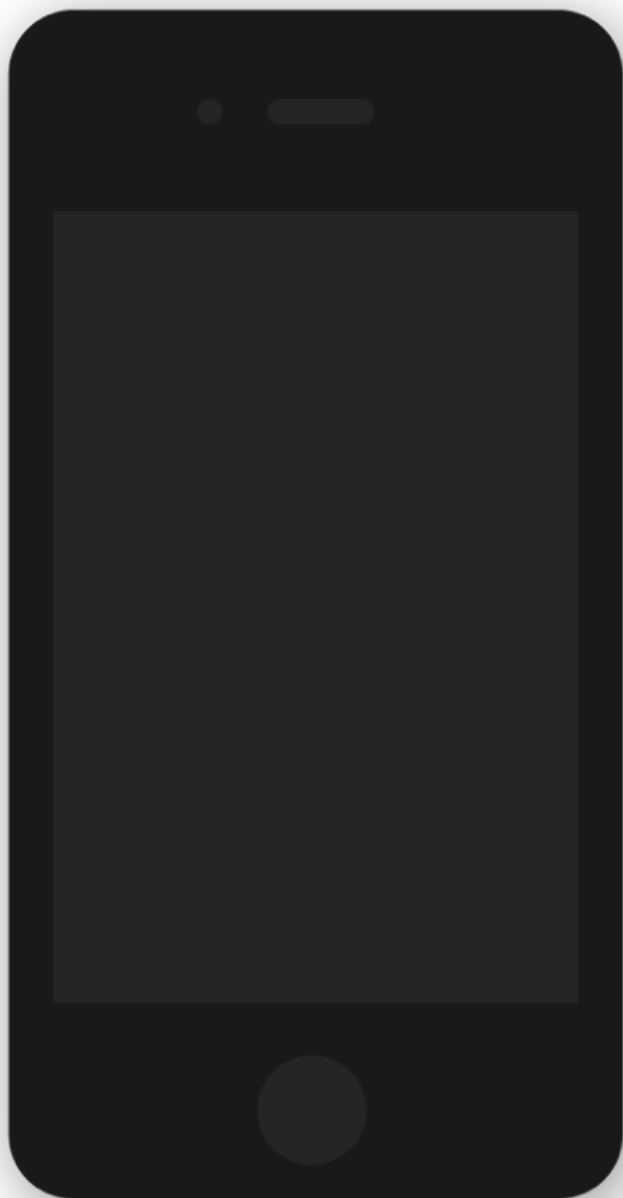
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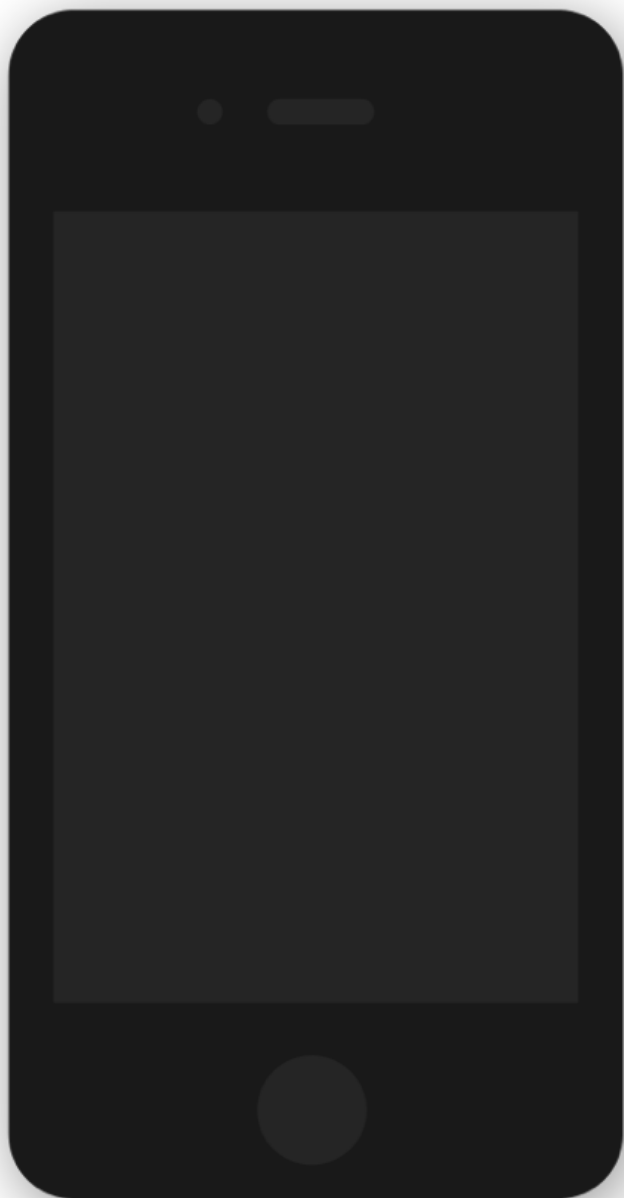


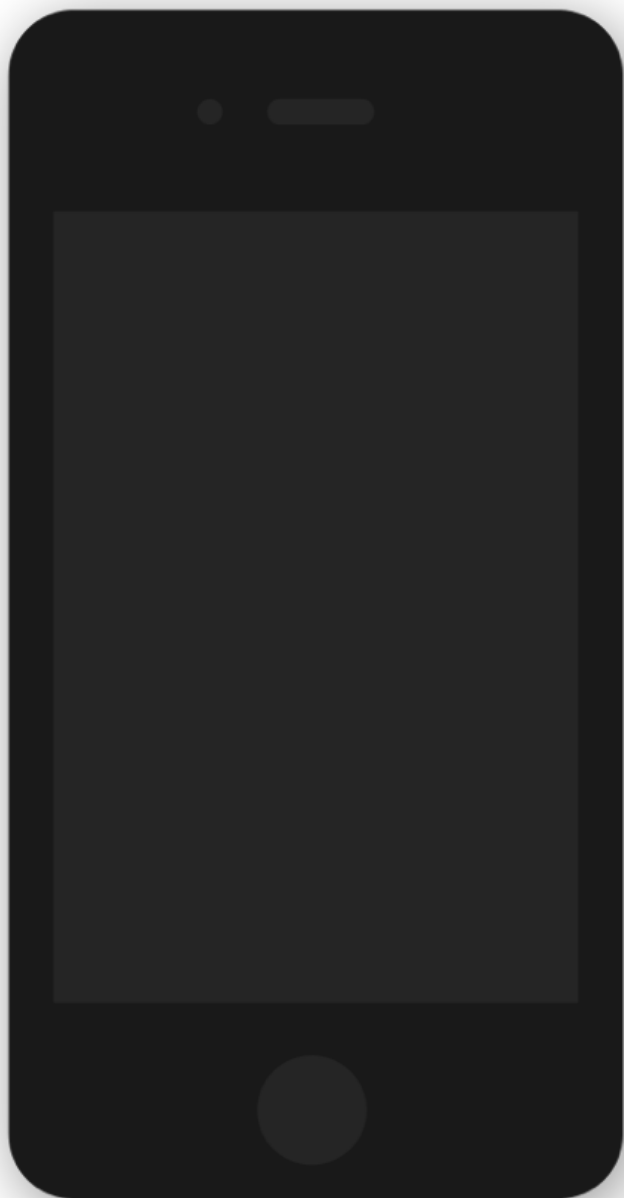
User engagement  
spark





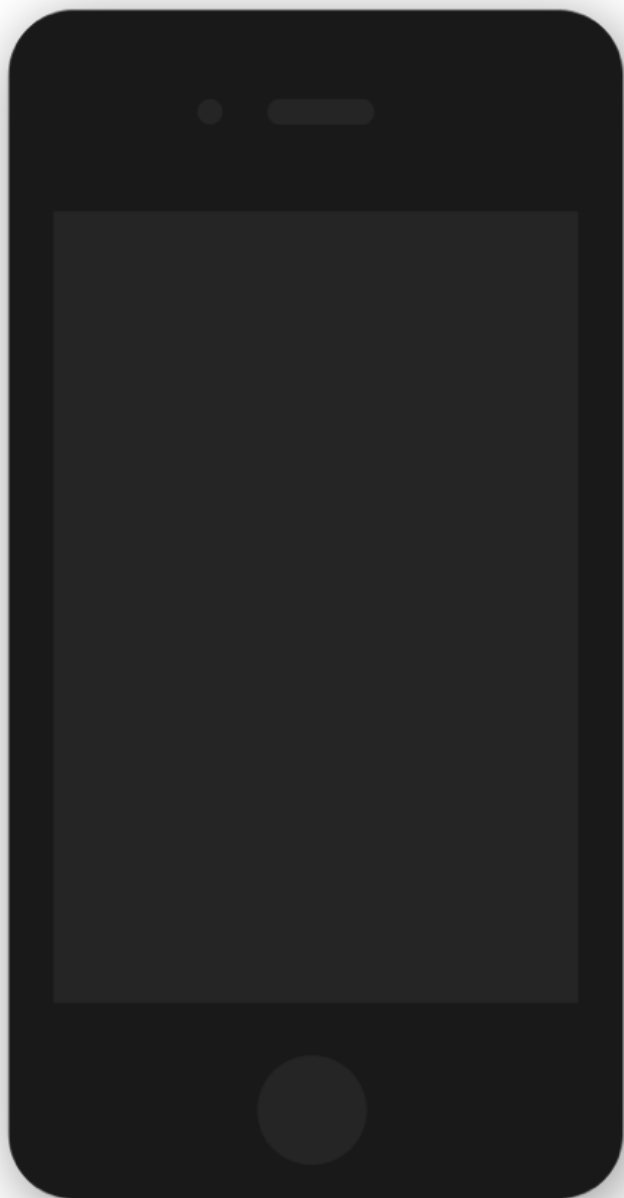


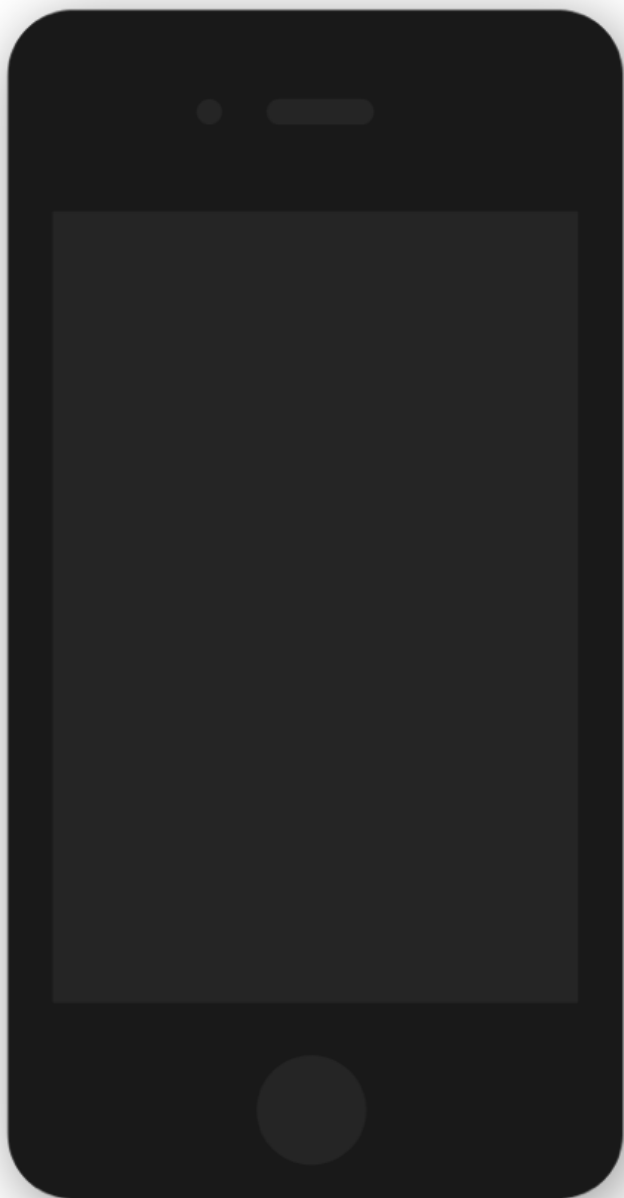


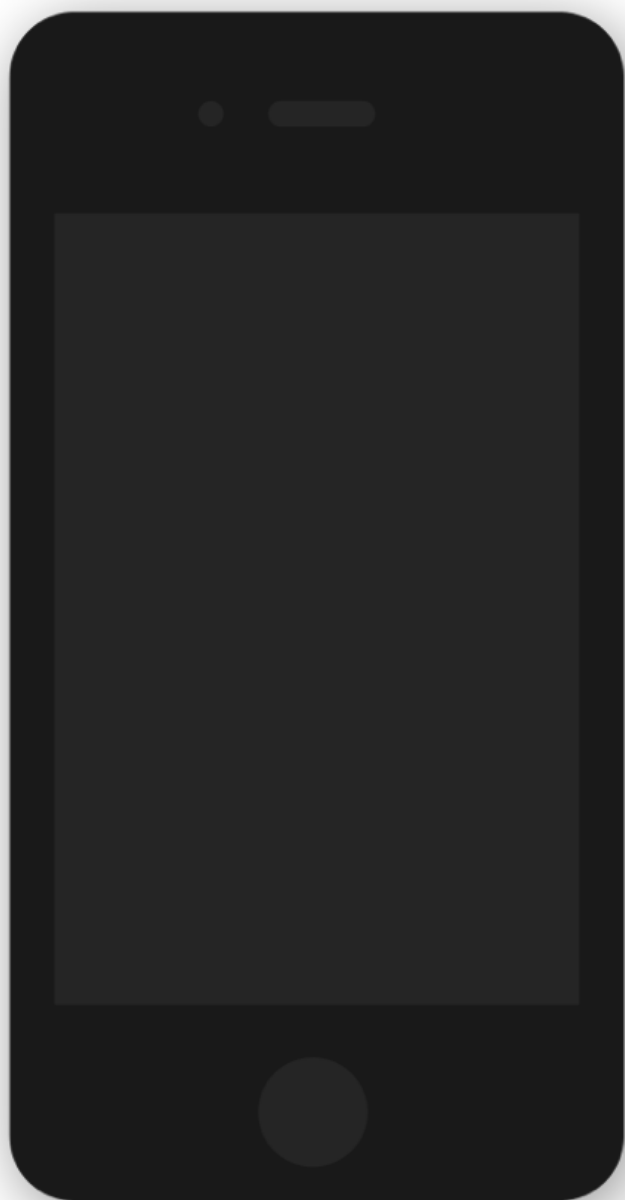




Speech recognition





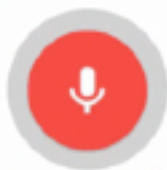




Reviewing feedback



Listening





dan@daniloparise.com



Google



what is Buckingham  
Palace ?



what is Buckingham  
Palace ?



Apprenticing

# Google



Google Maps



Drive



Google+



Gmail



Google



Inbox



Google News



Translate



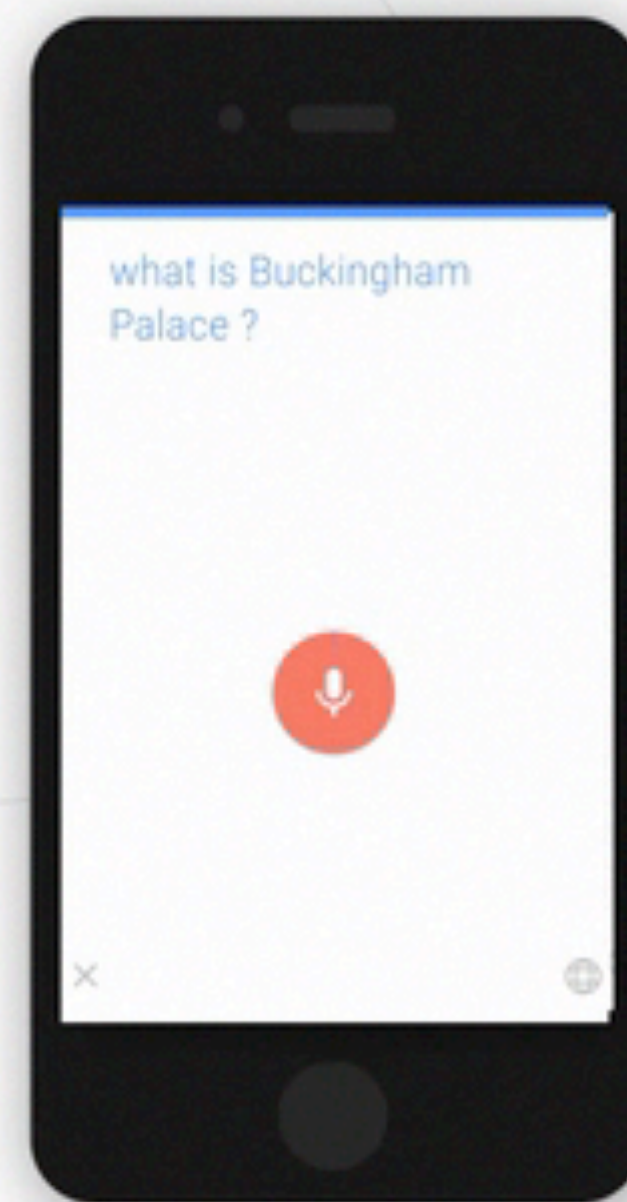
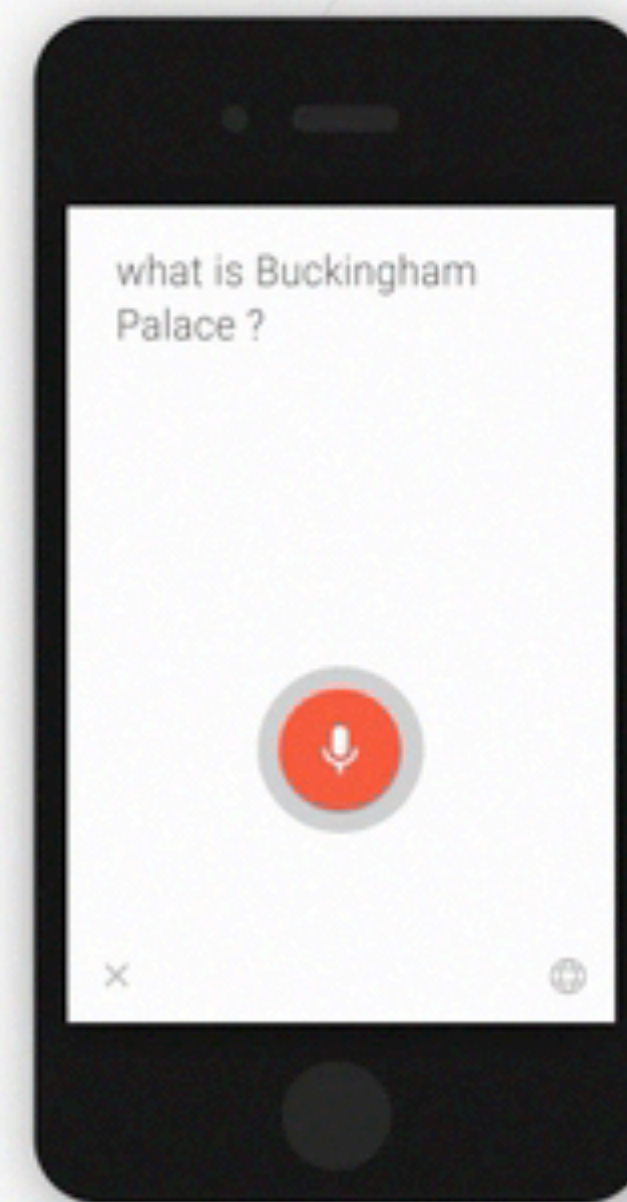
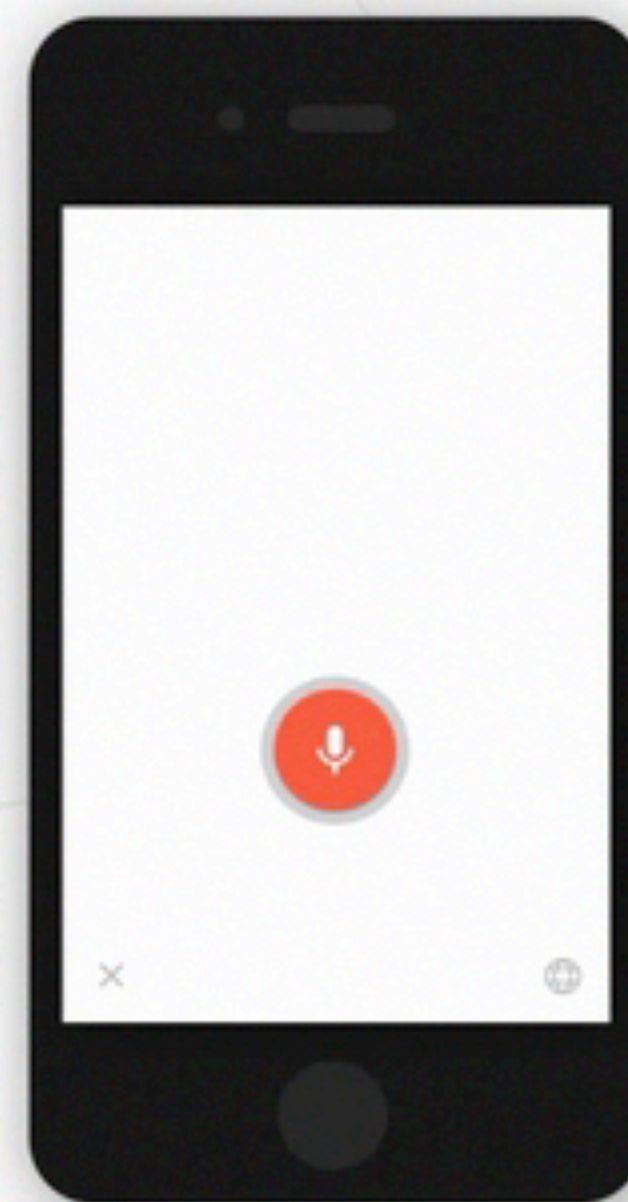
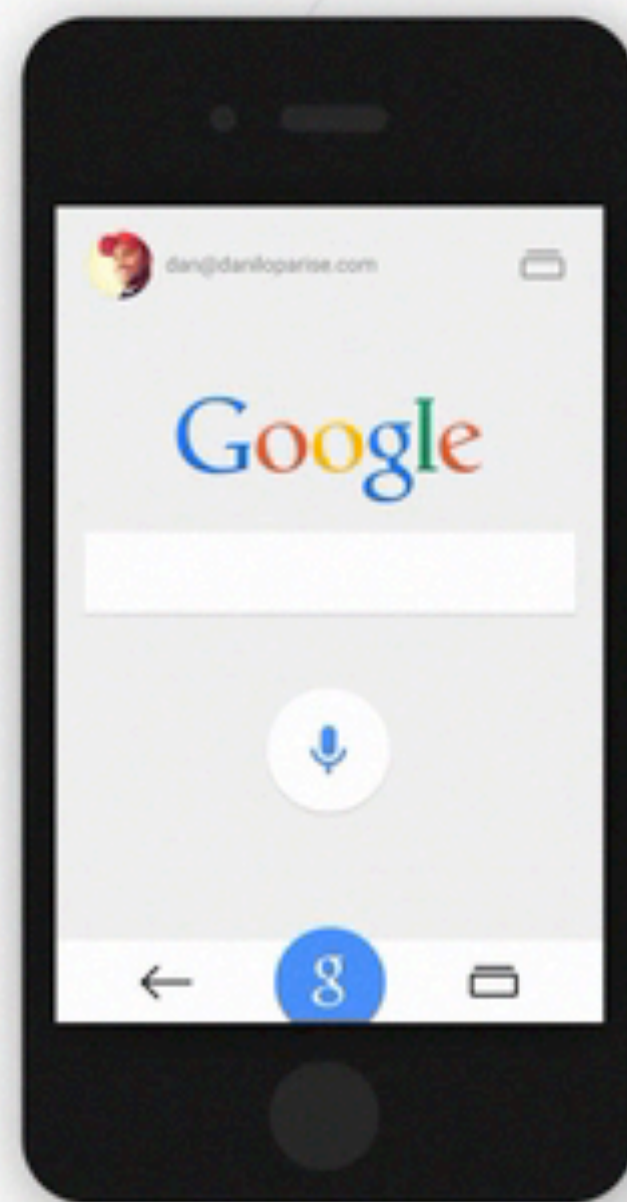
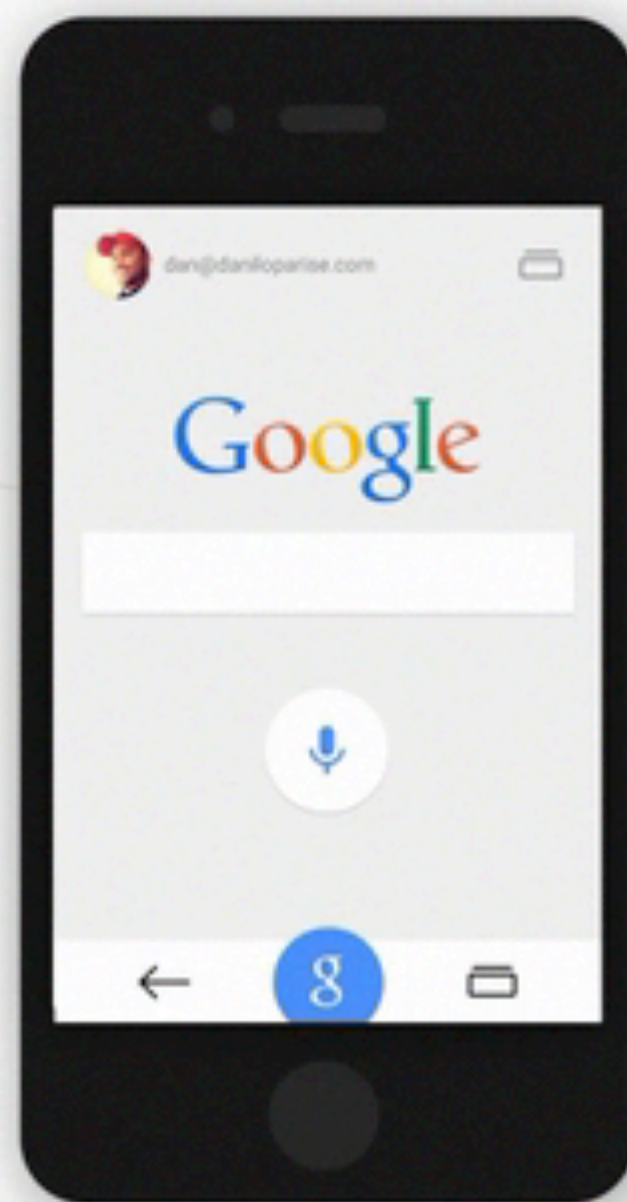
Hangouts



Speech recognition

Rewarding feedback

User engagement  
spark





Initial state













2



3



4

5





6

# Question triggering



Search initiation

# Question recognition

Results

CASE STUDY #5

Experience breakdown

The process in six steps





# Google



Google Maps



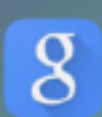
Drive



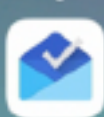
Google+



Gmail



Google



Inbox



Google News



Translate



Hangouts



# Google



Google Maps



Drive



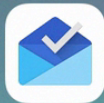
Google+



Gmail



Google



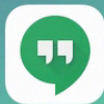
Inbox



Google News



Translate



Hangouts







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# Google

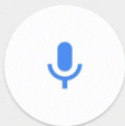




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# Google



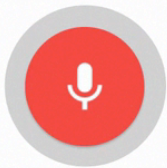


Listening





Listening

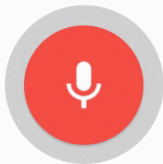




what is Buckingham  
Palace ?



what is Buckingham  
Palace ?





what is Buckingham  
Palace ?



what is Buckingham  
Palace ?



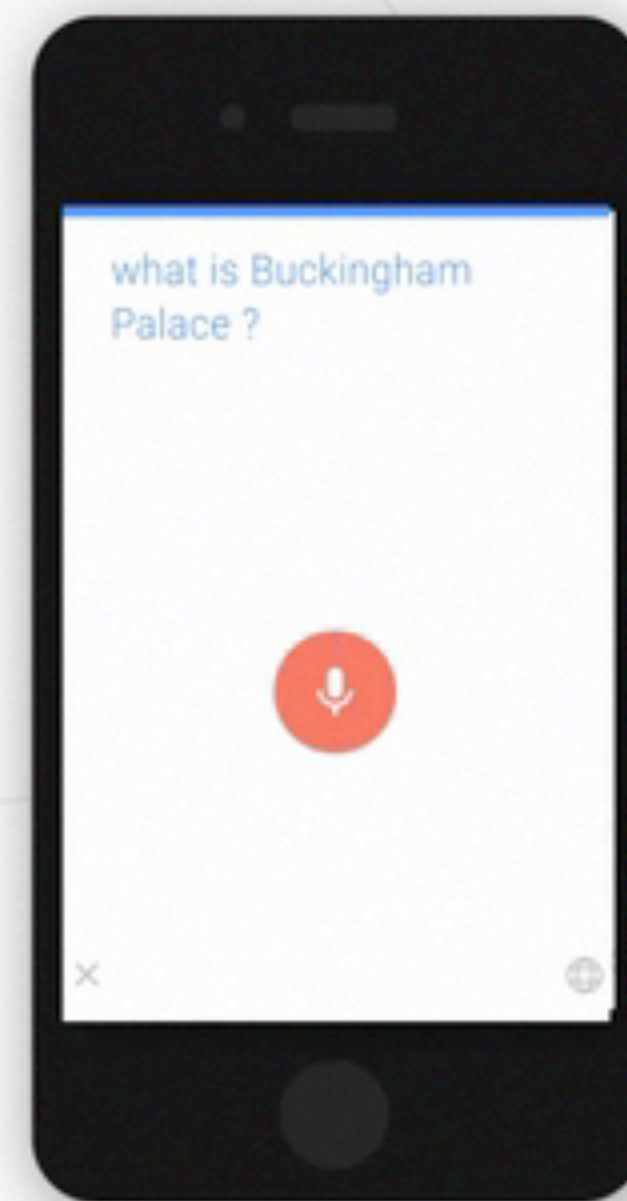
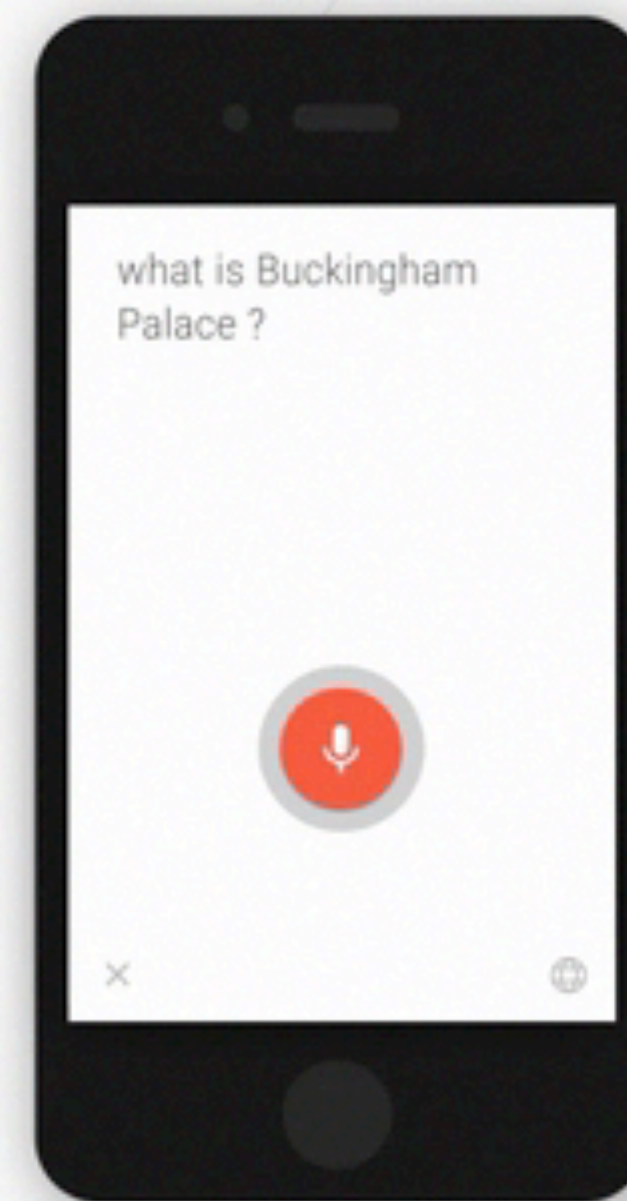
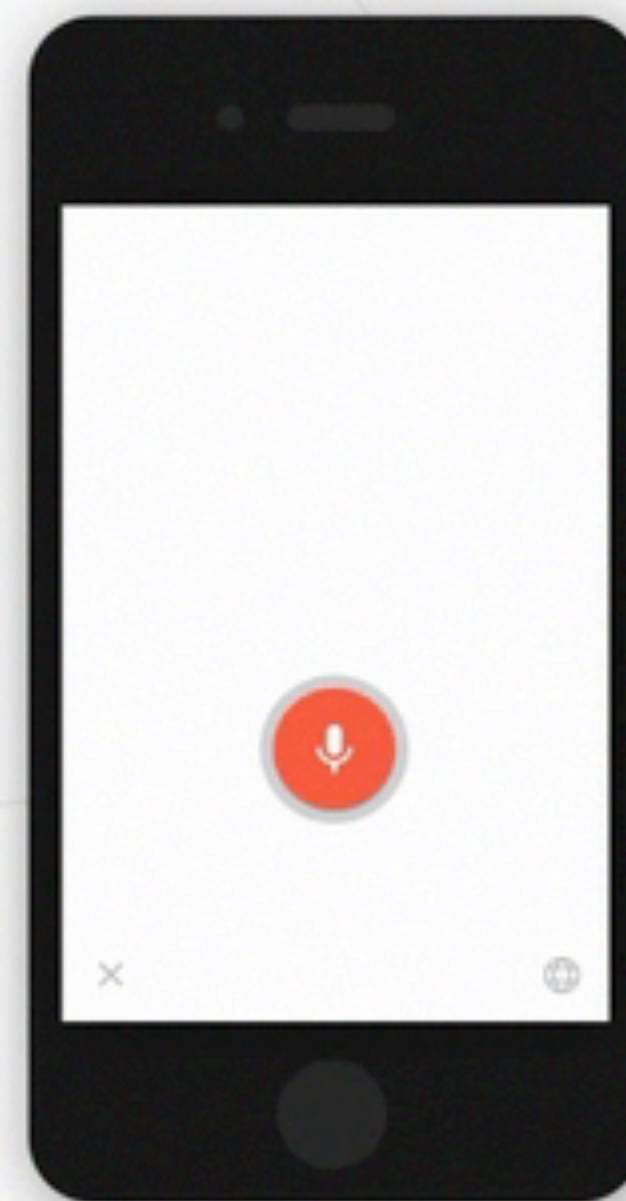
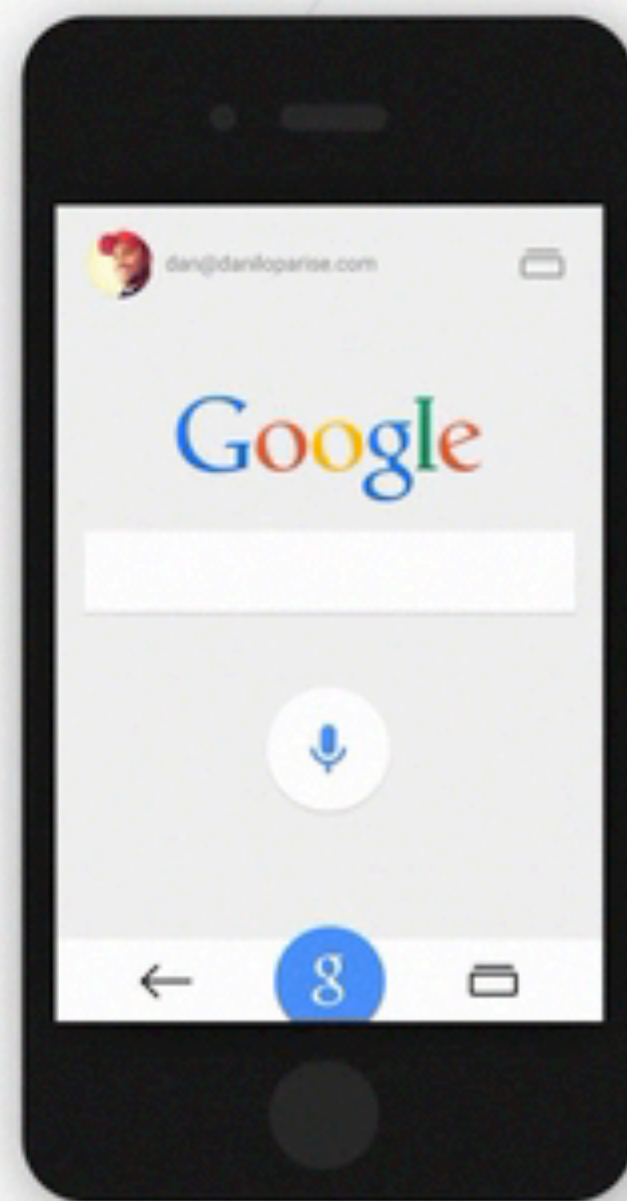
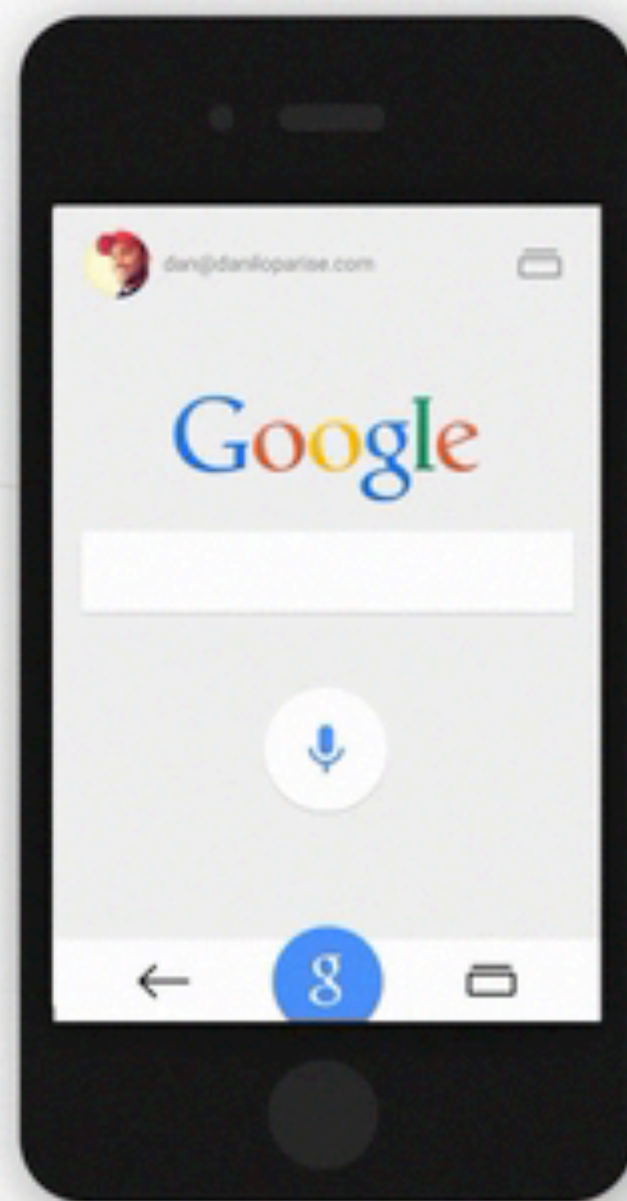


Speech recognition

Rewarding feedback



User engagement  
spark









# Google



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Translate



Hangouts



Creating a fluid and seamless experience was the goal of this exercise. Also, I wanted to leverage animation when necessary.

The cinematic adds a layer of meaning that is subtle and vibrant. It allows the user to understand better the process and drives the focus on relevant areas.

Ultimately, I wanted the user to feel rewarded during the whole journey. Delivering on each step of the experience a sense of wonder and satisfaction.

The solution

What's exciting with voice arch?

➤ *search without typing*

▶ You've got question. Voice has answers



► Powered by Google Knowledge Graph