



Listening...

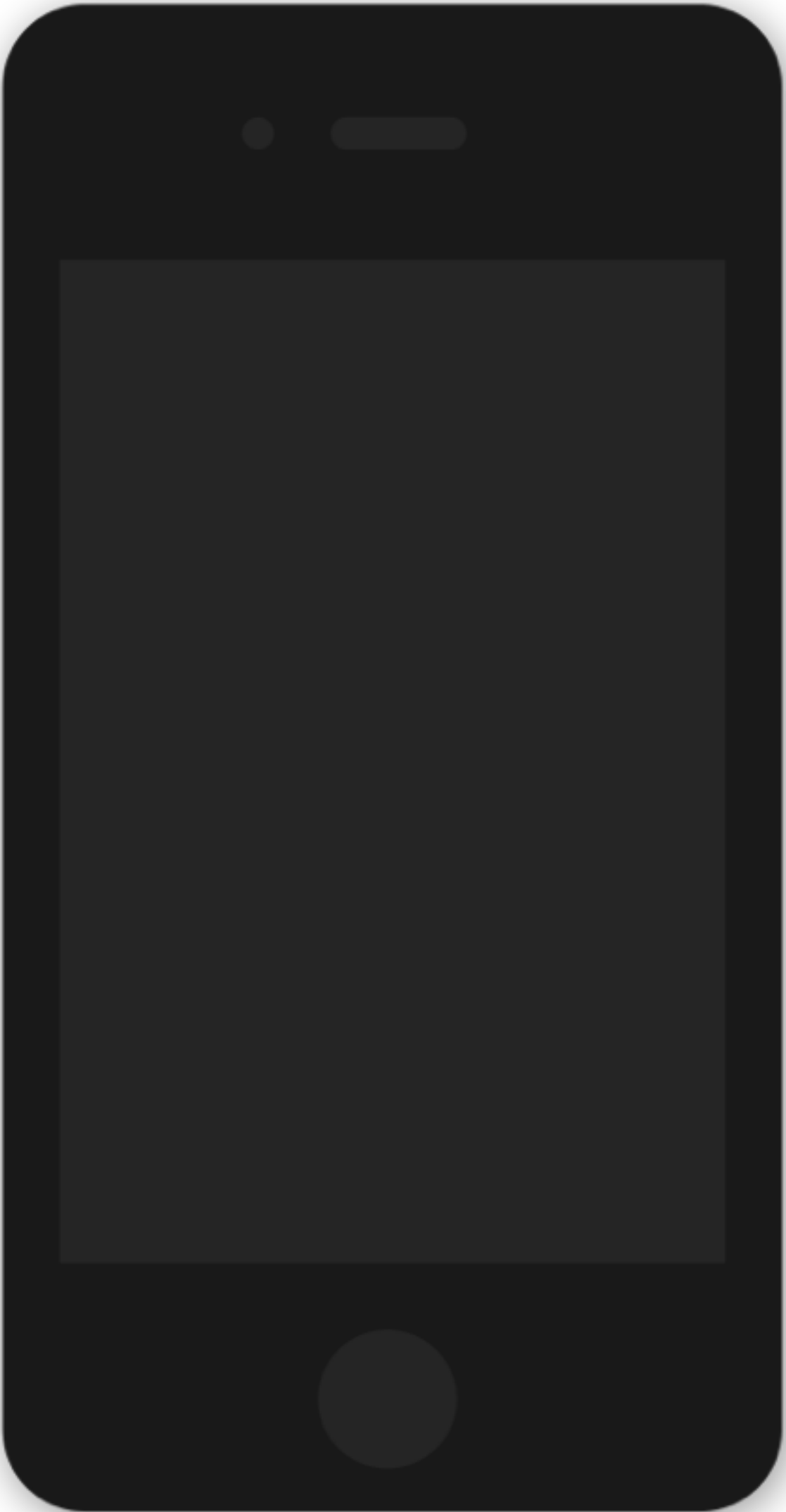
Google Voice
Search

CASE STUDY #1

Early 2014 I spot the great potential of conversational UIs. Google voice search was the dawn of a new era in the way we look for things on search engines.

Today, thanks Alexa, Siri and exactly Google Voice, the conversational UIs are a reality. Yet, by that time the experience was clunky and disorienting. For my Google interview exercise I decided to tackle the subject. I wanted to improve the experience adopting an holistic approach and enhance the motion design language.







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Google



Final, Today

The FA Cup Third Round



What's exciting with voice search?

➤ *Search without typing*

▶ You've got question. Voice has answers

► Powered by Google Knowledge Graph

from the Google website.

After using it, did you get excited?

A. Mrs. tottotot

B. Is it better or worse?

CASE STUDY #5

Before

I realised that a clear connection between user actions and the visuals displayed on screen was missing. Even if the potential was extensive, the overall experience was fragmented and unglued. The excitement for the disruptive technology was undermined by a poor user experience

I am a strong ambassador of the UDC approach. I wanted to understand the user expectations and needs and determine a better experience. Hence I exploded the user journey and analysed each step.

