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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.



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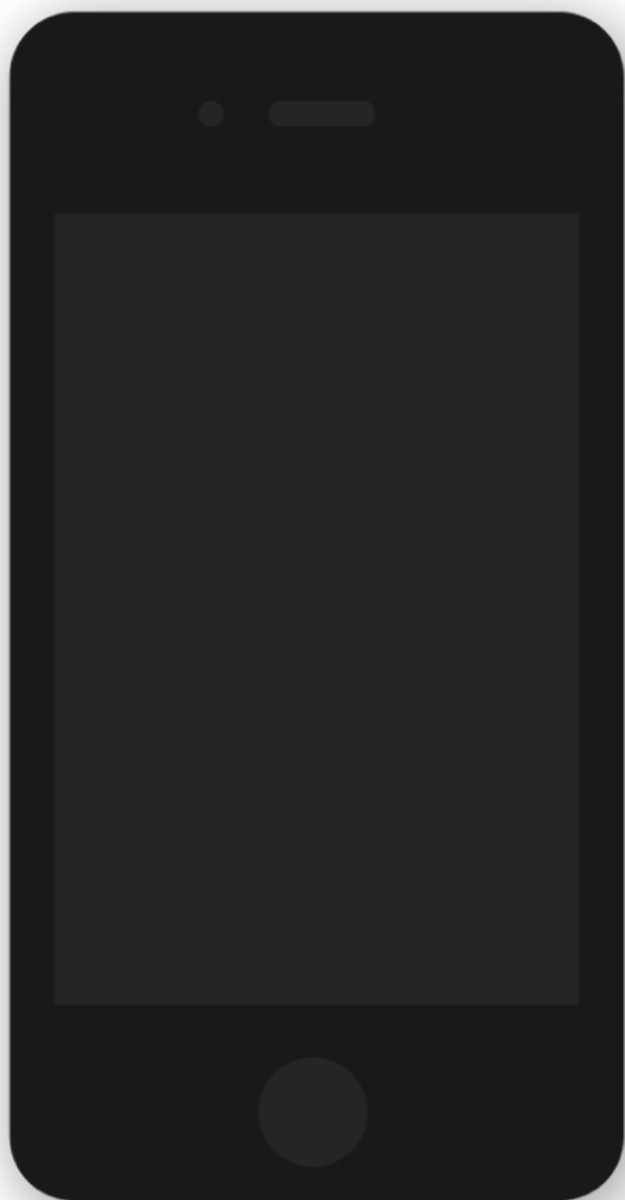
The FA Cup Third Round

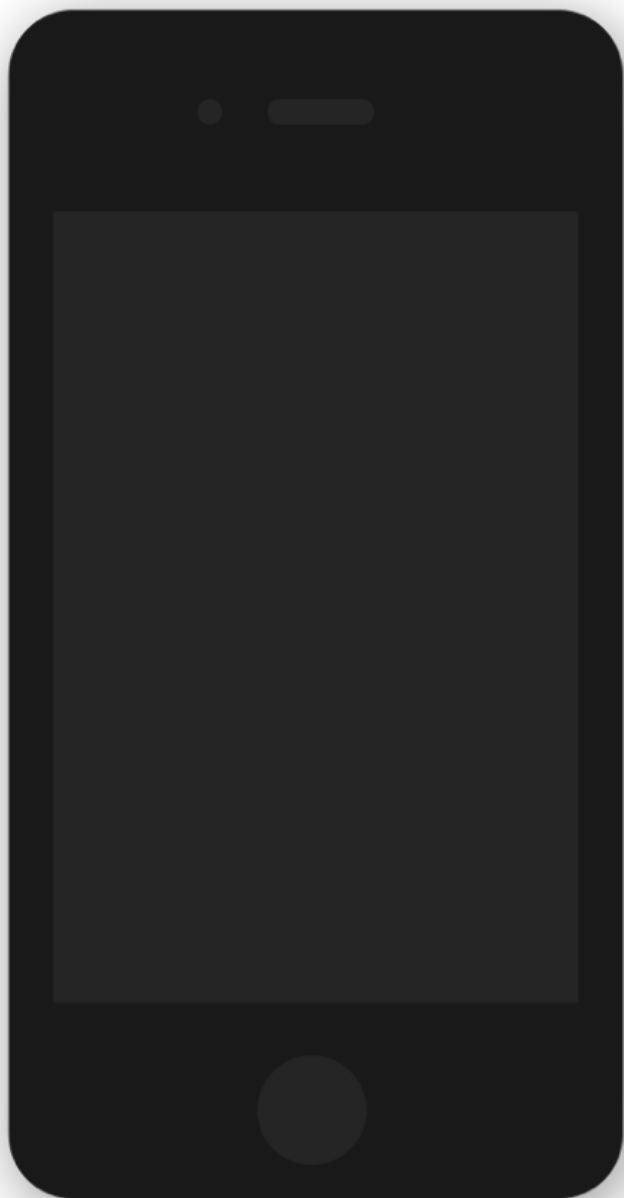


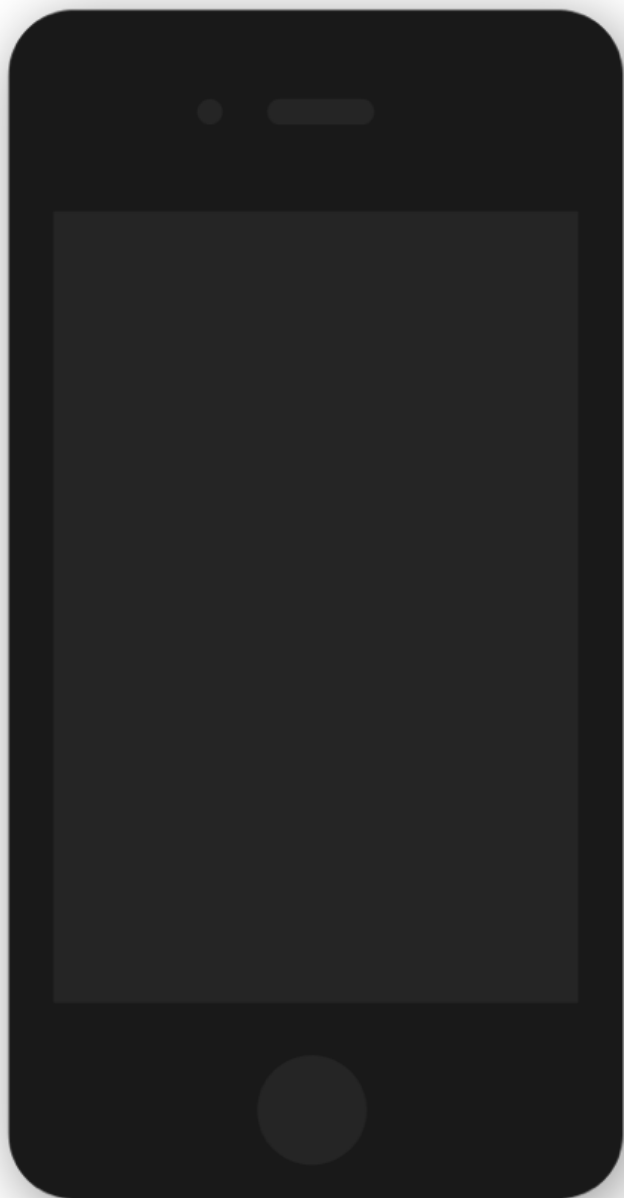


1

User engagement
spark

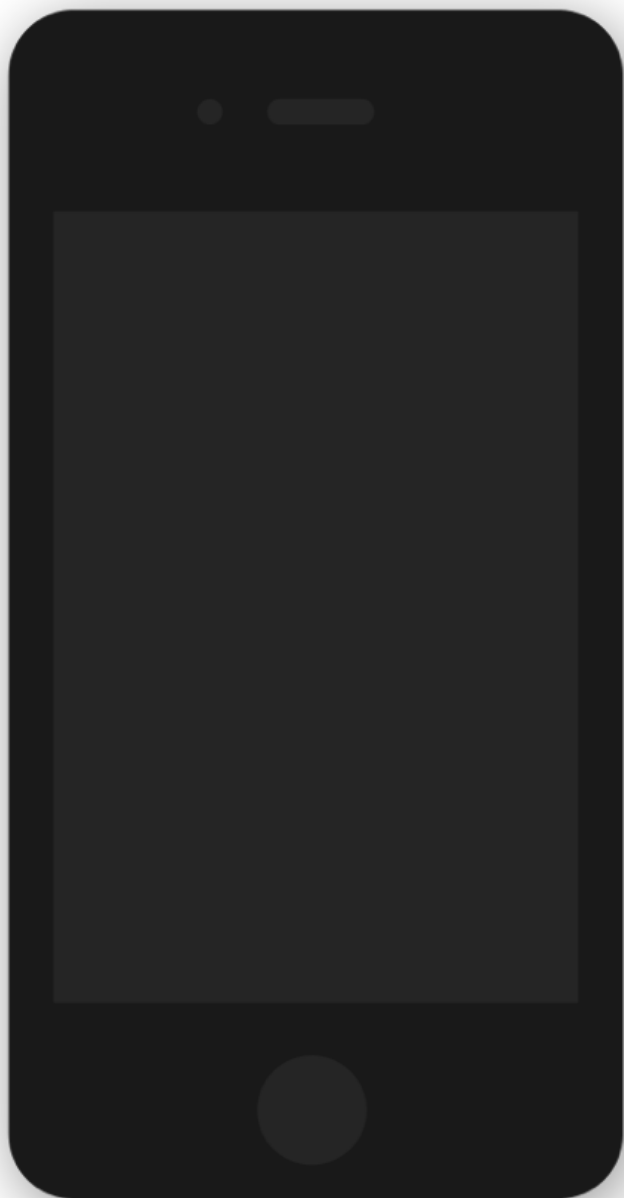


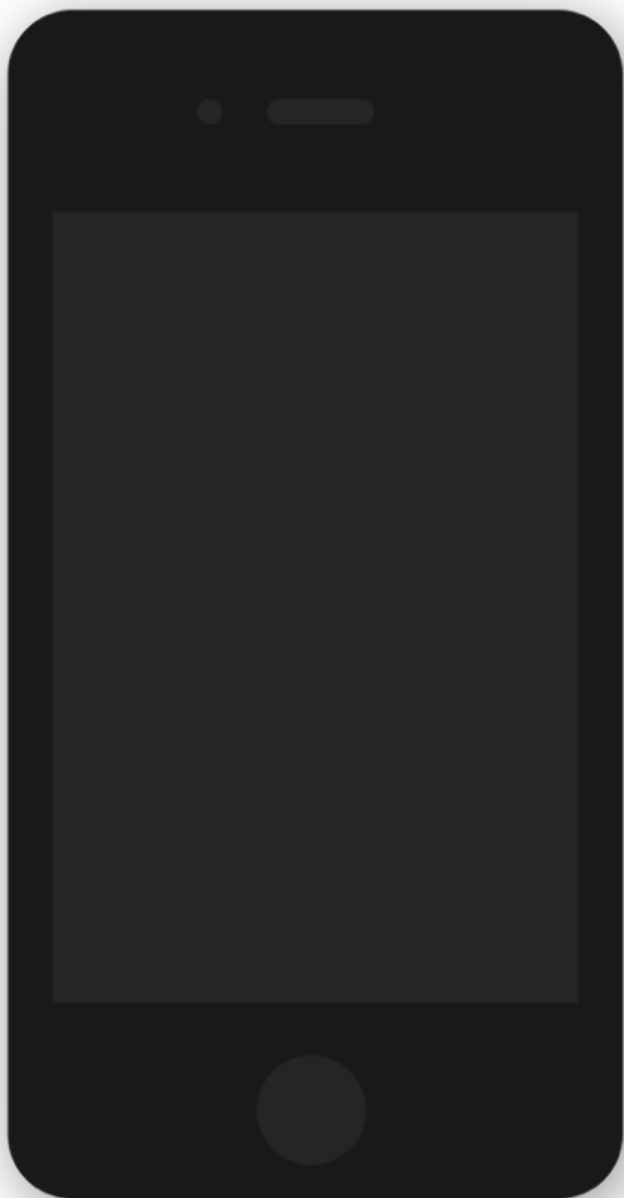


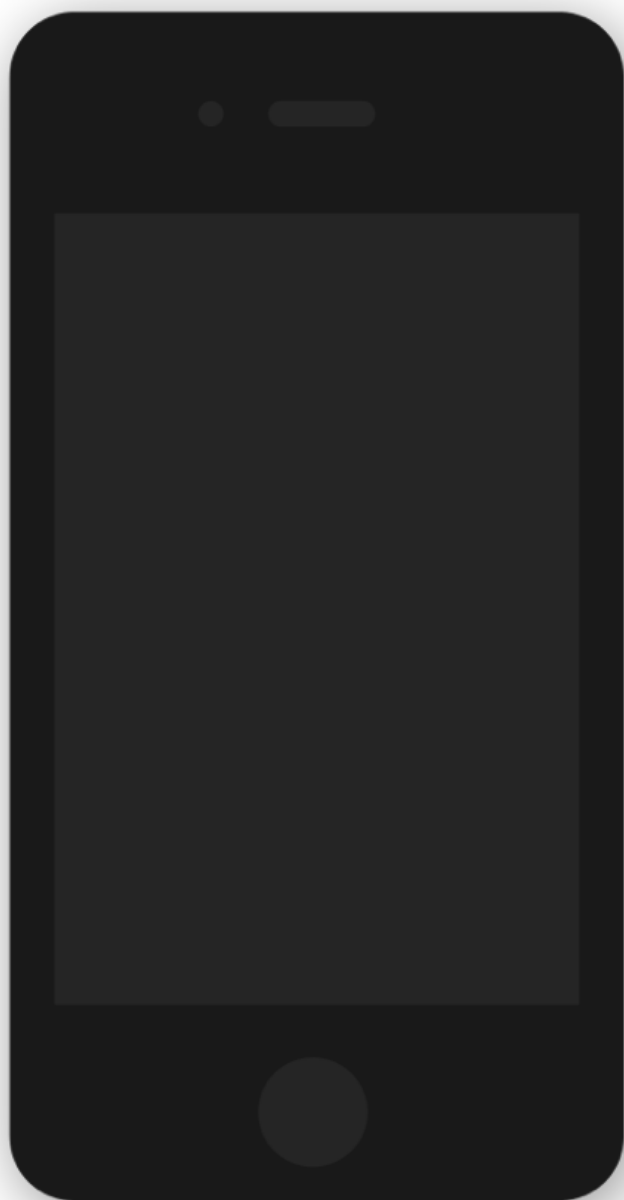




Speech recognition

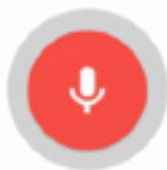






Reviewing feedback

Listening





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Google



what is Buckingham
Palace ?



what is Buckingham
Palace ?



Apprenticing

Google



Google Maps



Drive



Google+



Gmail



Google



Inbox



Google News



Translate



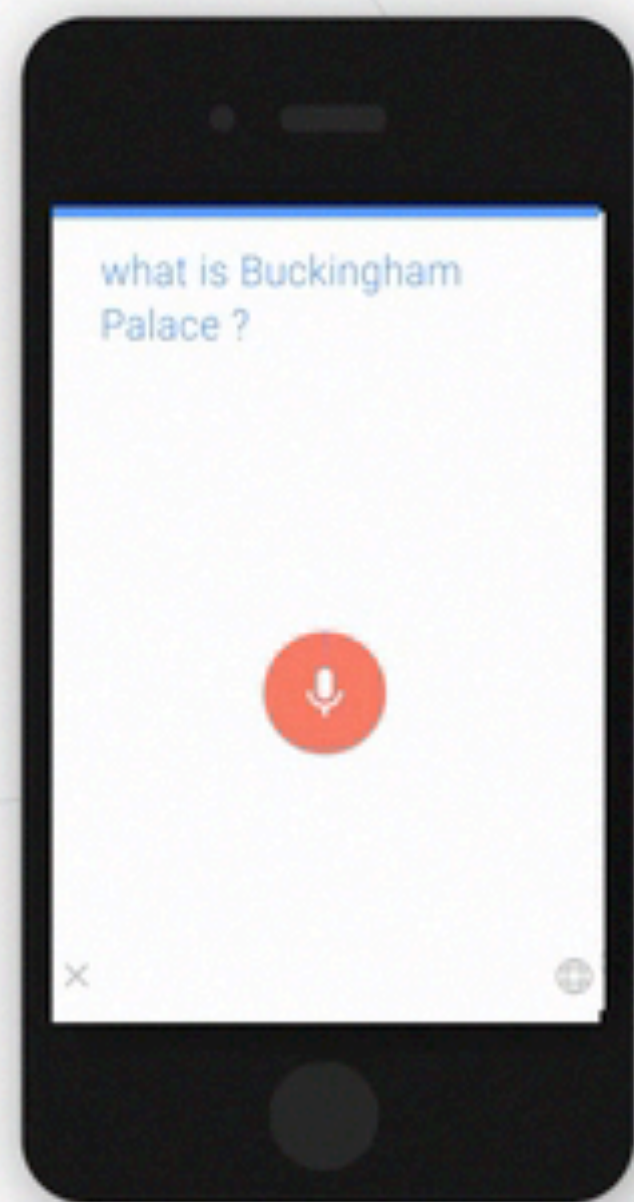
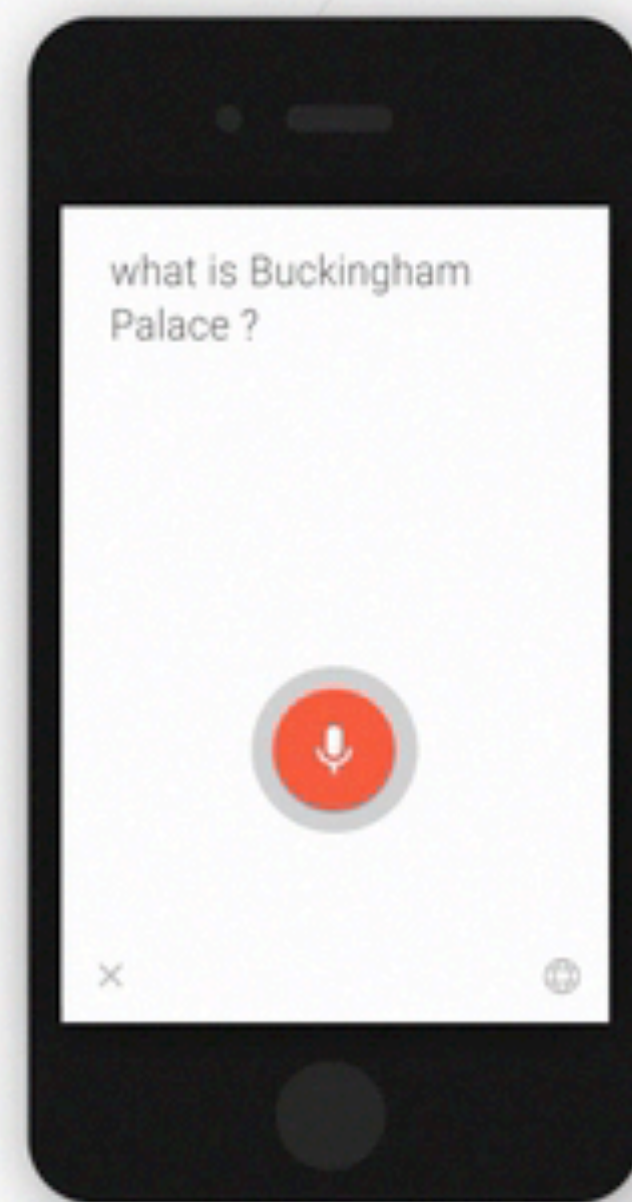
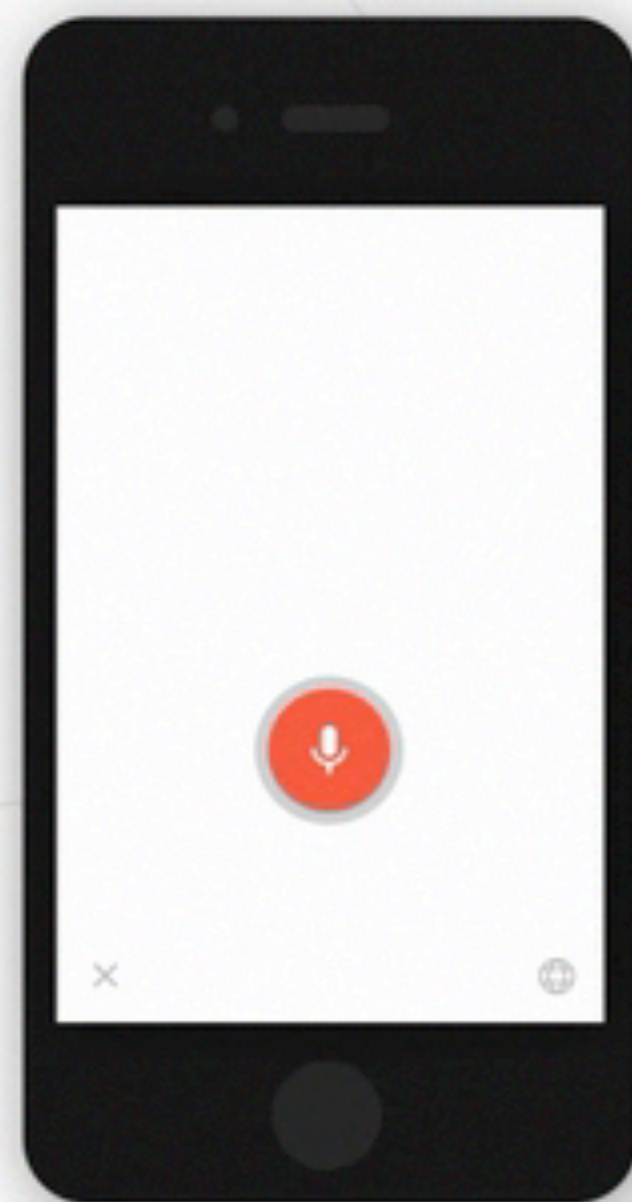
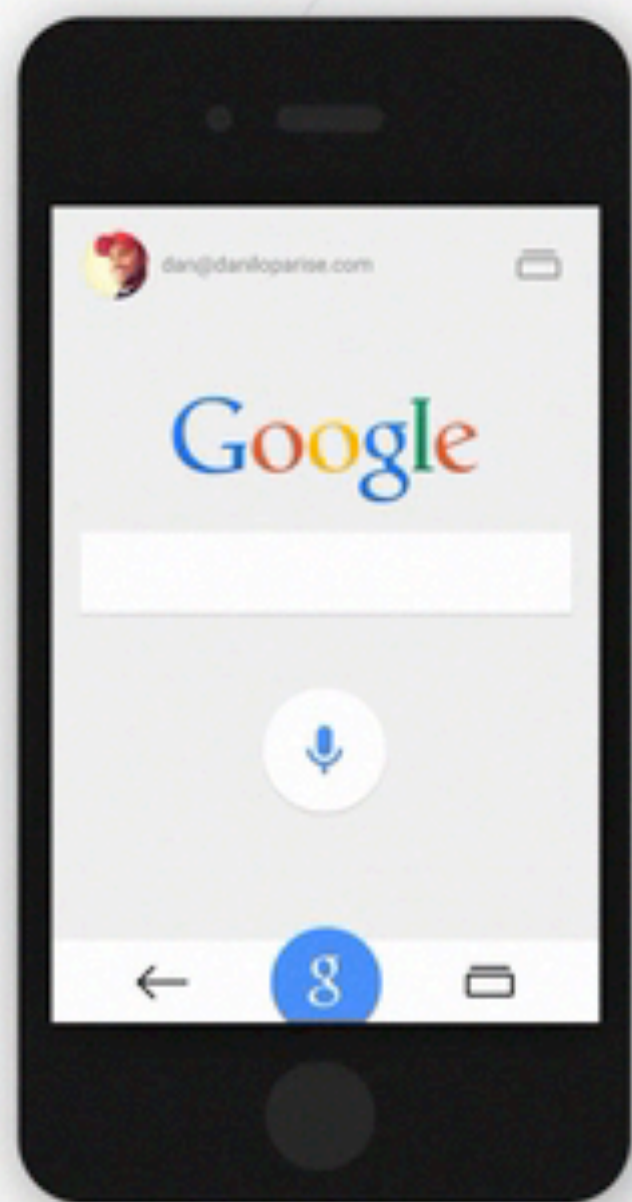
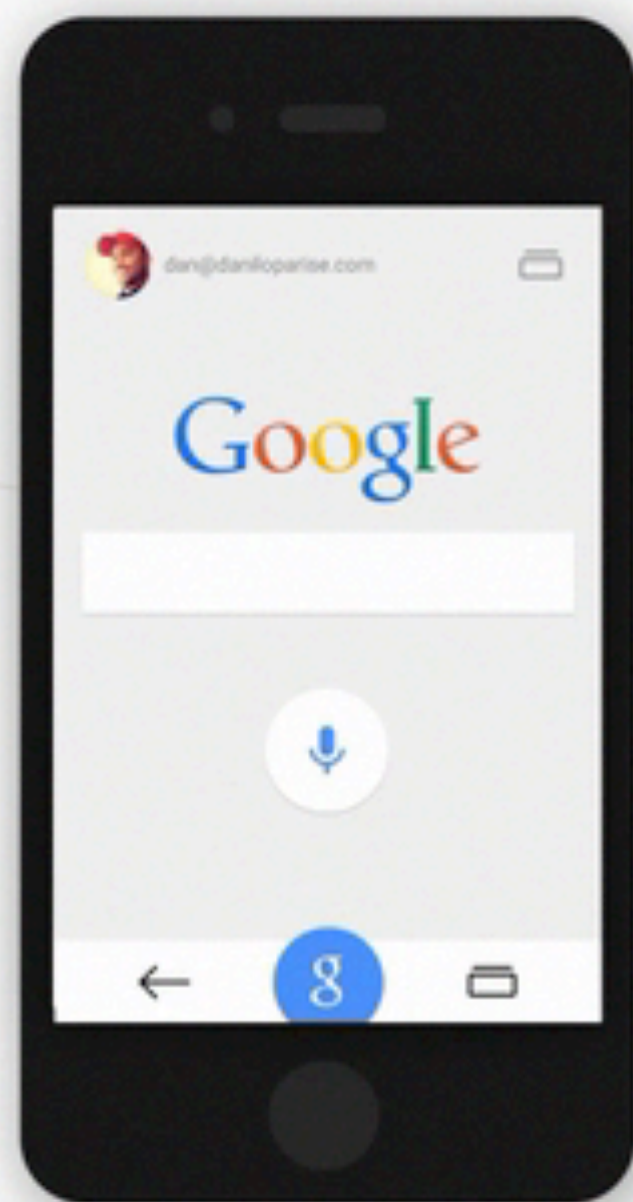
Hangouts

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