Why Voice?
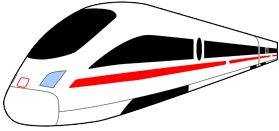

So, what is so appealing about voice?

If you see the evolution of technology over the last decade, it has mostly been about **speed**.

For example, the evolution from character mode applications, to web based and then to mobile based applications – has been all about building faster applications.
The trend has been along the lines of – '**how can we innovate this product/feature to make it more faster and easy to use for our customers?**'

Voice based applications fall naturally into the next new technology innovation, as **talking** is the most easiest and fastest way to get things done. Similar to **emojis**, voice apps are as simple and easy to convey.

Voice based applications can now be tagged as the ones that are even faster than mobile apps.

Let's take the example of everyday tasks such as **switching off all the lights** in the house at night.
You could interact with a voice based application by saying – 'switch off all the lights in the house' – from the comfort of your bedroom.

Or you could go one step further and enhance your voice app so that the app does a whole list of things at just a single command.

For example, with Alexa, you could say – '**Alexa, good night**!.' And, Alexa switches off the lights, sets the alarm for the next day, and adjusts the thermostat, all without any additional instructions.

This speed and efficiency that voice based applications bring to **mundane** or **habitual tasks**, is why voice is poised to become the ubiquitous expectation of the future.

Moreover, **teaching trends in the field of education** are also evolving to include voice based learning apps. Children, these days, use voice apps the way millennials used touch-based mobile apps.

Here is another example of a skill called **The Dog Feeder** (https://www.amazon.com/gp/product/B01AKT2H5G?ie=UTF8&path=%2Fgp%2Fproduct%2FB01AKT2H5G&ref_=sr_1_1&useRedirectOnSuccess=1&).

This voice app eases a mundane task in everyone's life. Let's say you have a busy household and you don't know if your dog has already been fed by another family member.

With **The Dog Feeder**, you can say Alexa: **"Has the dog been fed?"** to know if your dog has been fed or still needs to be fed. And once you feed the dog, your family will know you have done so because Alexa will tell them.

Think of ways you can **improve customer experience and reduce existing friction** by using voice in your product. The frictionless way of doing habitual tasks will lead to a huge momentum in voice based apps.