

# ROLES OF SCI-FI VCAS

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## Call Me by My Name: Exploring Roles of Sci-Fi Voice Agents

### What we found some interesting

- 01. Projecting User Intention Using Pet-name
- 02. Building Trust by Giving VCAs a Name / a Role
- 03. Reducing User's Load of Cognition by Multiple Roles
- 04. Playing a Negative Role is Necessary

### Method

Community Online Sourcing: Collecting a Movie List from Sci-fi Fans

1st Crowd Sourcing		2nd Crowd Sourcing		3rd Crowd Sourcing	
Aim	find sufficient movies (<60 yrs)	find sufficient movies (<60 yrs)	eliminate ambiguous types		
Request	x human like	x human like	x human like	x creature like	x auto mobile
Result	72 movies (total)	81 movies (total)	50 movies (total)		

By the fourth iteration of the study, all creature/human like VCAs were eliminated. The study aimed to retain a set of VCAs, that would seem realistic and feasible to the users of present day.

Movie Workshop: Hunting for Sci-fi VCAs



## CALL FOR IDEAS

### What voice expression can be designed for each role?

