**Overview**

Recent advancements in speech recognition technologies have yielded intelligent products like Amazon Alexa and Google Home, and have also made numerous existing products conversational. Today we can interact conversationally with our laptops, smartphones, watches, kitchen appliances, and vehicles using our own words. Beyond transactional interactions using speech, there are distinct personalities that define each virtual assistants that align with the product brands.

In groups of three or four, you will choose a brand/company that has not launched a voice user interface (VUI). You will conceive a multimodal system and design an appropriate personality considering Branding and User Experience.

**Learning Objectives:**
· Research the practice of interface design and identify the value of integrating the modality of voice/speech in interaction design
· Explore interaction flows to identify use cases of conversational interaction
· Consider verbal and visual communication to design a multimodal interface
· Create a cohesive system that is informative and seamless over time
· Utilize sound and motion to define the behavior and personality of an interactive system

**Questions to Consider:**
· *VUI yields a new mode of interaction, yet, it requires consideration of whether all interaction should be conversational. What might be plausible situations or appropriate tasks to be dealt through VUI?*
· *Unlike graphical user interfaces (GUI), VUI itself is invisible. Therefore, it is key to harness graphics to inform users about the current state of the system. How might designers effectively communicate the dynamic contexts of VUI using sound and motion graphics? How might designers deal with variations of form while maintaining its integrity?*
· *VUI's require designers to consider screen real estate and user flow. How might VUI affect the design of an existing product?*
· *The interface can be an assistant that carries out given tasks or an intelligent agent that autonomously intervenes when deemed necessary. What might be the*

*primary role of your interface and the appropriate scope of its autonomy?*
· *Designers can build systems that mediate interactions among people (not solely those between an individual user and system). What does your interface do, if anything, for human to human interaction?*

**Delieverables:**
– Customer Journey Map / UX Flow Diagram
– Video showing the Matrix Chart of Motions
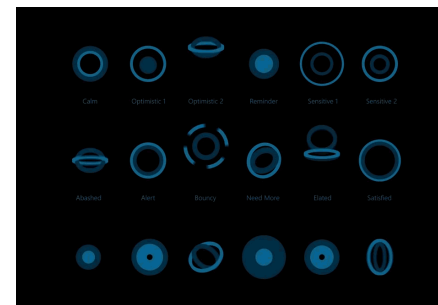– Interactive Prototype (produced with p5.js and p5.speech.js)
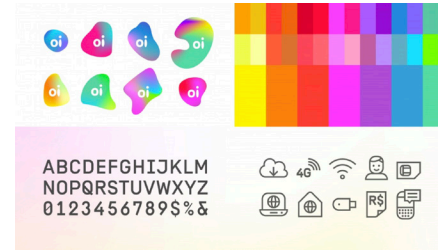

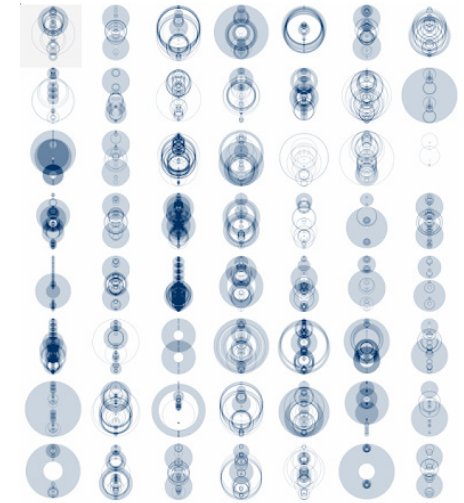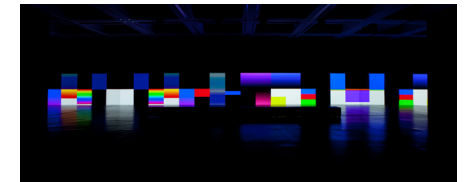
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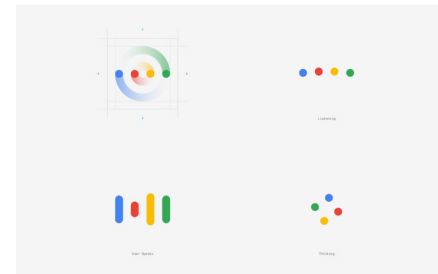


*Google Assistant*



*Her*



*Microsoft Cortana*



*The Shape of Song* by Martin Wattenberg



*Parallax Symmetry* by Carsten Nicolai:

COMPUTATIONAL DESIGN THINKING

SCHOOL OF DESIGN