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# SpeakeEZ

## User Research





# **APPLE VISION PRO APP DESIGNED FOR PUBLIC SPEAKING PRACTICE**



# RESEARCH OBJECTIVE

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The goal of our research is to tailor the design and functionality of SpeakEZ to meet the needs of our target audience; as gaining a deeper understanding of our intended users will allow us to provide a more positive user experience. Our research aims to identify the key features that improve user confidence and performance, evaluate the effectiveness of virtual practice, and ensure user-friendliness across our target audiences.

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# RESEARCH METHODS



For our research, we conducted an interview with Dr. Palmer, a Public Speaking Basic Course Director at UGA, as well as a group of TEDxUGA students.



We created an anonymous survey and shared it to UGA students, with an emphasis on students currently taking a public speaking course.



We also utilized online resources such as Reddit to find user reviews, app store to find competitor reviews, and statistics on public speaking

# TARGET AUDIENCE

Through our research, we've identified our target audience as college students, recent graduates, and early to mid-career professionals aged 18 to 35 years old. This group is motivated to improve their public speaking skills for either academic or job-related purposes.

They are a group driven by a want to enhance their confidence and effectively communicate their ideas in various settings. However, they often face challenges such as anxiety in front of an audience and difficulty organizing their thoughts. As a result, they are seeking an interactive platform that enables them to practice and track their performance, ultimately helping them develop their communication skills.

# PUBLIC SPEAKING STATISTICS

Public speaking is the number one fear for 74% of people.

Only about 8% of people feel comfortable speaking in front of a large audience.

4 out of 5 students have a fear of public speaking.

72% of individuals believe that public speaking training would enhance their career opportunities.

70% of employed Americans believe that presentation skills are critical to their success at work.

*according to worldmetrics.org*

# CURRENT REVIEWS

## COMPETITOR REVIEWS



### Keynote

Awesome

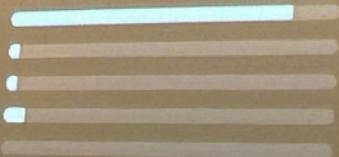
★★★★★ Feb 24 · TheLucas5

You could practice your Keynote while on the stage from the Steve Jobs Theater amazing immersive experience experience

#### Ratings & Reviews

4.7

out of 5  
30 Ratings



#### Ratings & Reviews

Incredible new features

★★★★★ Jun 25 · Mr. Alfred T

The Apple Vision Pro app has some awesome exclusive features like being able to rehearse in the Steve Jobs Theater and several other environments. There is also additional support for .USDZ / Universal Scene Description 3D models that can pop out. Really cool!

## KEYNOTE REVIEWS FINDINGS

- Users enjoy Keynote on the Vision Pro because of the various settings
- The depictions of the 3D situations help users rehearse with the feeling of being present

# CURRENT REVIEWS

## COMPETITOR REVIEWS



~mo ago •

So... the same as keynote on iPad lol. 95% of apps so far are like themed updates to Mac/iPad apps. I'm excited to see more Vision OS specific apps.

(-) Up 51 Down Reply Award Share ...



9mo ago •

Agree, though when I saw the stage I realized one vision pro specific application would be to open up different environments (stage, classroom, boardroom) in presentation mode that way you can practice your blocking in a familiar environment before giving a presentation.

(-) Up 7 Down Reply Award Share ...



[deleted] • 8mo ago •

Imagine seats filled with NPCs and some backed by an AI that can give you suggestions on improving your speech.

## ON REDDIT

Keynote isn't a VisionOS specific app, but rather an adapted version from the iPhone and the iPad. With SpeakEZ, users have a feedback-forward app that leverages the capabilities of the VisionOS.

# ADDITIONAL VR APP REVIEWS

I tried one of the VR apps today:

What I liked:

1. The simulated audience tricked my brain into thinking they were real; I typically present at work to audiences that I know, but seeing a crowd of virtual strangers heightened my anxiety.
2. The ability to upload slides and speaking notes made it realistic to have a presentation screen as I presented

What was weird:

1. Lack of audience feedback—I can typically read a room and figure out if I'm on track based on the audience's reactions. It's weird presenting to an audience that does not react to what you're saying.

On my Quest I like to practice presentations by snapping a 360 photo in the actual location (when I have access to it) beforehand and then stand in the 360 view to practice. Would be great if it supported functionality like that, but put the slides realistically behind you. There's some good potential in these applications.

I didn't want to come off as endorsing one app over another or make it look like some fake post from the maker. I, too, tried Ovation and I'm in agreement with you that it's an OK app, but it seems to get the job done more than practicing alone. One thing I noticed is that my brain immediately said, "Ok, this audience is fake" yet when I started speaking it still felt like I was in front of an audience of strangers.

The subjective difference in using these apps makes it hard to say, "oh this will definitely cure your public speaking anxiety." They may work wonders for some people while not working well for others. It probably comes down to how much you're willing to suspend your disbelief when using one of the apps. I'll keep using it and will try out the others. Luckily, I have quantitative and qualitative feedback tracking after my presentations via [mentimeter.com](https://mentimeter.com) where I'll be able to gain some insight that isn't solely "I felt more confident."

# SURVEY

18-22 YEAR OLD COLLEGE STUDENTS

31 TOTAL RESPONSES



## SpeakEZ Public Speaking App Research

We are a group of New Media Certificate students currently taking our capstone course. In this course, we are developing an app to help users practice their public speaking skills.

In the development process, we wanted to gather some research on how students prepare for public speaking situations. Please answer the following questions, as they will greatly help us in our development. Thanks!

whitpope03@gmail.com [Switch account](#)

Not shared

\* Indicates required question

Age? \*

- 18 - 21 years old
- 22+ years old

For you, what is the most challenging aspect of public speaking? \*

- Remembering the content
- Getting distracted by the audience
- Speaking too quickly/pacing of your speech
- Using filler words/not speaking clearly
- Other: \_\_\_\_\_

In an attempt to reach our target audience of students and young professionals, we designed a short, anonymous survey to gauge common public speaking obstacles, what technology is used for practice and the overall efficacy of these features.

How do you practice giving speeches and presentations? \*

- By myself
- With a friend or small group
- I do not practice
- Other: \_\_\_\_\_

Do you currently use any technology to help you practice presenting or speaking publicly? \*

- I don't currently use any technology to practice public speaking
- I use a timer to keep track of the time
- I record audio of myself presenting
- I record video of myself presenting
- Other: \_\_\_\_\_

If there was an app to provide public speaking practice, would you use it? \*

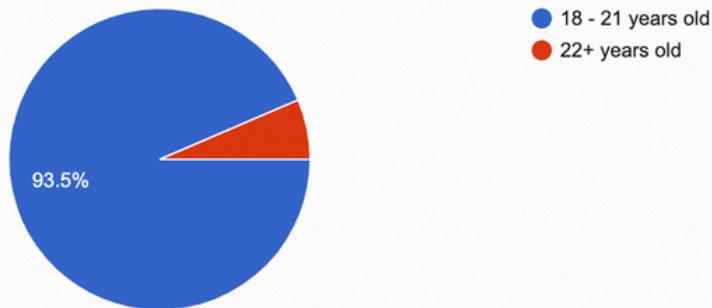
- Yes
- No

# SURVEY RESULTS

Age?

31 responses

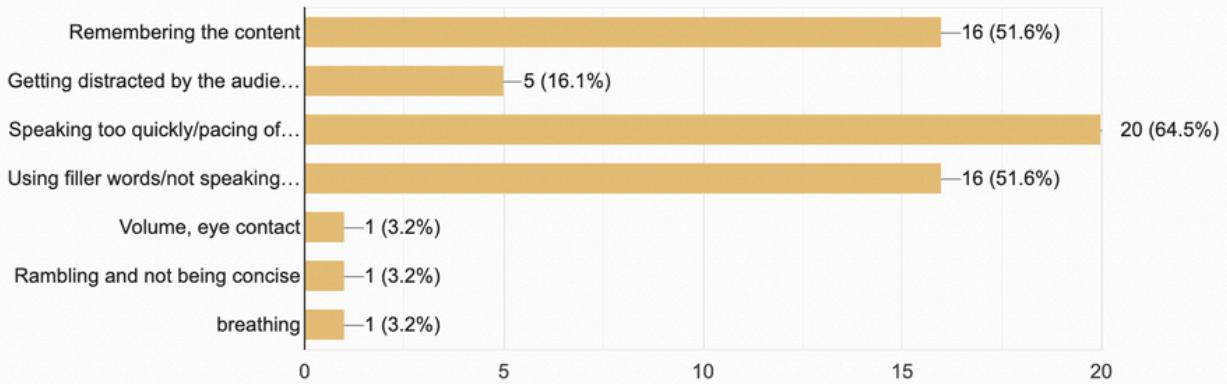
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For you, what is the most challenging aspect of public speaking?

31 responses

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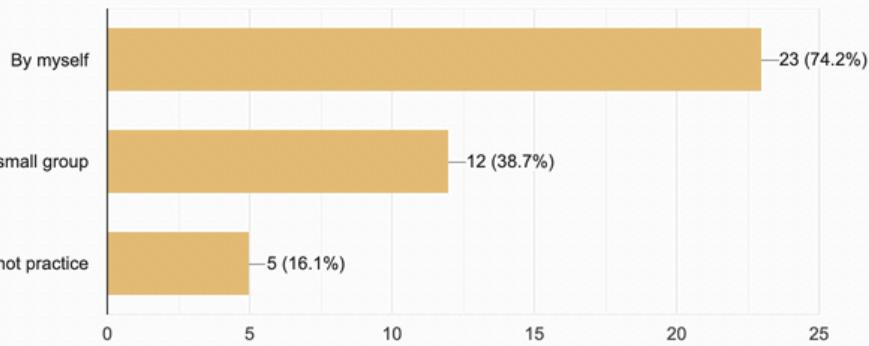
# SURVEY RESULTS

## PRACTICE METHODS

How do you practice giving speeches and presentations?

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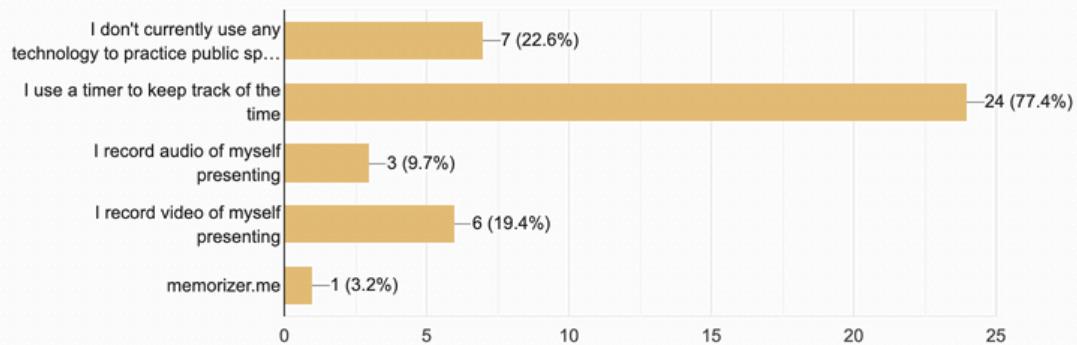
31 responses



Do you currently use any technology to help you practice presenting or speaking publicly?

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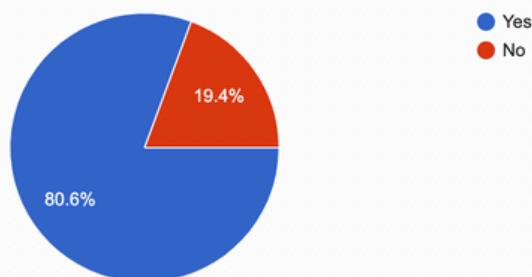
31 responses



If there was an app to provide public speaking practice, would you use it?

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31 responses



# KEY FINDINGS

- 2/3 of students cite pacing or speaking too quickly as a one of the most challenging aspects of public speaking
- Over 75% of respondents use a timer to keep track of time
- Over 80% of students would use a public speaking specific practice app if available

Our objective was to focus mostly on public speaking students, yet certain limitations in our research required us to branch out into a broader student audience. Overall, there were many similarities in the responses, and our findings strongly correlate with supplemental research we acquired through interviews and online comments.

# INTERVIEW



Dr. Hilary Palmer is a senior lecturer in the Communication Studies department at the University of Georgia. As the Basic Course Director for all Public Speaking courses at UGA, we interviewed her as a part of our research.

**Name a few of the most common challenges you see in students either preparing for or delivering speeches?**

**Dr. Palmer:** Definitely, communication apprehension in general: **anxiety** about presenting is probably the biggest thing. We have all sorts of interesting theories and communication pieces that serve as a background for the course, but really **developing confidence is the biggest takeaway** across the board.

**How would you say students go about boosting that confidence or preparing themselves to be more confident when giving speeches?**

**Dr. Palmer:** We give them a wide range of guidance and it's really a matter of giving some concrete practice and **being open to trying new and uncomfortable things and finding out what works for you**. Because like what you're pointing to, there's no one-size-fits-all easy way to be like: *Do this and you won't be anxious*. So really, the biggest thing with the class is sort of the **exposure therapy-type parts of dealing with things like anxiety**. The more you get up there and speak in front of others, the less apprehensive you will be because the more experienced you are. So it is something, especially with thinking about an app and what you guys can provide, what we have found and what the research supports is that small, **low stakes exposure to that apprehension helps prepare you for higher stakes type of events**.

We focused on the general challenges and methods of practice students currently use when it comes to public speaking. We also wanted to gauge technology's current role in practice.

**One of the things we are looking to do is incorporating a feedback setting, whether that's tracking pacing, filler words, and other features. Would you say including these features would be accurate metrics to track someone's public speaking abilities?**

**Dr. Palmer:** I don't know the specifics of the technology that you will be working with, but I think something with pacing, being able to watch yourself, **eye contact or tracking the eye movement** is something that can be really big because that, aside from the pacing and overall confidence, the **lack of eye contact in the presentations is another one that we found was amplified when they were moving to more digital communication**. Because you don't have the audience to connect with, it was like well this just looks like a recording of you reading off your screen. Like on Zoom, you are just watching your own face rather than whoever is talking. Really captivating speakers are able to overcome those impulses to not connect with any eyes.

# ADDITIONAL INTERVIEWS

We decided to conduct secondary research on current public speaking methods. Keeping it in the NMI family, we interviewed TEDxUGA student curators with similar questions about the role they currently see technology playing in public speaking practice situations.



I think the most common challenge presenters face when preparing for and delivering speeches is **memorizing the talk**. A lot of them constantly worry about that aspect of TEDxUGA's curation process, but ultimately, all of them end up doing an amazing job at it. Some also fear public speaking, but commonly, their passion for their idea and their desire to share it with an audience is stronger than that fear.

We recommend that presenters deliver their talk over and over and in front of an audience when possible. We also advise them to **record their talk and listen to it when they can** (e.g., their commute time). Another helpful tip is **asking them to deliver their talk exactly how they would do it the day of** (Standing up, clicking through their slides, moving around the general area, using hand motions, etc.)

The most valuable feedback after delivering a speech is **positive reinforcement**. After giving such a big speech (like a TED talk), it is important to emphasize to the presenters that they did an excellent job! Because even if their delivery wasn't perfect, they still worked really hard to get to the stage.

Something that we do with our speakers is that we schedule **practice sessions with a smaller audience** for them to give their talk. This really helps the speaker with **their comfort level with public speaking in front of an audience and allows us to work out any issues we see with delivery and cadence throughout**. The audience we have is also helpful because they give positive feedback of what they enjoyed and what we may need to change.

# MOVING FORWARD

With the information acquired, we have gathered insights on developing the necessary features for our prospective audience.

SpeakEZ will be the first feedback-forward public speaking practice platform using VisionOS.

With public speaking, practice truly does make perfect. With SpeakEZ, we want our users to feel prepared and comfortable to bring these skills to a wide variety of speaking situations.

As the semester progresses, our team will continue to research and incorporate feedback that will refine the design of SpeakEZ.

Combatting communication apprehension

Replicating exposure-therapy practice situations

Maximizing VisionOS features that transfer to real-life scenarios

# SOURCES

<https://worldmetrics.org/public-speaking-statistics/#sources>