CASE STUDY REPORT

SEJ101 Design Fundamentals

Siri - the AI assistant

This case study report is about the Artificial Intelligent software, Siri, and why this AI is better or worse than the other AI present in the market.

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Siri – The Artificially Intelligent Assistant

Introduction

The futuristic technologies are reshaping the twenty first century and within only twenty years, it has come a long way. These days most of the technology is going towards that software that learn and tells information when asked virtually or virtual assistants. This case study is about one such AI – Siri. Siri is most commonly used on Apple devices such as iPhones, iPad, MacOS et cetera. It caters the world as an assistant that can come in handy whenever needed.

Background

Siri was launched on 4th of October,2011 by the Apple incorporation for their phone iPhone 4S. it was the first digital virtual assistant to be installed on a smartphone, which means that Apple was way ahead of its time.

This was co-founded by Dag Kittlaus, Adam Cheyer and Tom Gruber as a spin-off from SRI International Artificial Intelligence Centre and Defence Advanced Research Projects Agency's funded CALO project. Its speech recognition engine was provided by Nuance Communications. It provides the users with a wide range of features such as phone and text actions, answers to basic questions, making payments via apple wallet, searching something over internet.

Design for Simplicity

The most striking feature about the Apple products is their simplicity. This AI assistant can respond easily with even a 'Hey Siri'. It comes in different languages as well as different accents to cater the need of different people around the world. It just sometimes fails to understand what the user is trying to say. Even though it is simple to use but still it having its flaws such as understanding the words spoken by the user. Even though it was the first AI assistant developed for mobile phones but it did not correct its voice recognition. On the hand, other AI in the market such as Bixby, Alexa or Google Assistant do a great job in understanding human speech.

Design for Usability

Siri provides its user with many commands, including performing phone actions, checking basic information, scheduling events and reminders, handling device settings, searching the Internet, navigating areas, finding information on entertainment, and is able to engage with iOS-integrated apps. It just begins with a 'Hey Siri' and the user can ask anything

from it. It can do a lot of stuff for the user. However, it sometimes fails to understand what the user is speaking, leading to a whole different result. This might lead to bigger problems for example instead of calling person A, Siri calls person B. developers can learn a lot from another AI called google assistant. it is having a better voice recognition function. In addition to this, Siri also lacks in understanding some English accents and sometimes lacks information about the nearby places when asked.

Design for Discoverability

Siri is a software that is connected with internet and since internet consists everything, one can get a lot of knowledge from Siri. It allows the user to discover and uncover more knowledge starting with a one simple question. it gives suggestions and can even tell jokes. Moreover, it protects the user by not using swear words. Many attempts have been made to make Siri say something inappropriate, but all in vain. Moreover, as the time is progressing into future, the technology is moving along with it too. so as to keep up with the time, developers focus on shortcuts and deep linking. With the help of shortcuts, the can ask Siri to book a cab, or to call someone, or opening an application with a voice recognition. Deep linking is the process of specifying keywords within an application's content. This allows user to discover and rediscover applications. Deep linking is important to maximize the discoverability in the AI.

Design for navigability

Navigability here means that how the application lets the user work into it. This means that if the user came easily understand the application and its features and is able to use those features. Siri allows the users to navigate through it with the help of a consistent human like voice, whose accent and language depends on how the user wants it to use. This is because the developers try to minimise the difference between real and artificial world, which afterwards may give suggestions what next to do to the user. Furthermore, this assistant tries to be more human, just as a normal person would try to explain things in layman's language and not using technical words, even though it might sometimes refer to another website for more information. And lastly, Siri keeps the user informed about what is going on, through proper feedback in a reasonable time period, so that the user gets all the answers required.

Discussion

Siri can be considered as a good virtual assistant providing the users with facilities. It is simple to use, it listens to the user all the time, it is having a great functionality. Other side of Siri shows that it is having some disadvantages. One of the main disadvantage Siri has that it can never work without an internet connection. If one is out of internet, Siri can not

help. Another problem, as told above, is the listening issues it faces and changes some of the words to something else and gets the different results.

Conclusion

The virtual assistant used in every apple device and used almost every day needs to cope up with the other AI out there which will help to make it a better assistant, working up on its speech synthesis. Overall, it's a good Artificial assistant for daily life.

References

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