

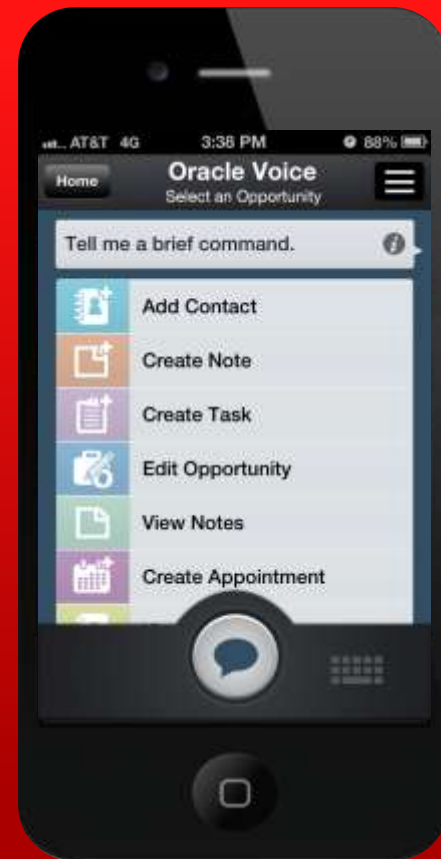
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Giving voice to the sales cloud

Brent-Kaan White

Mobile User Experience Architect



Today's Talk

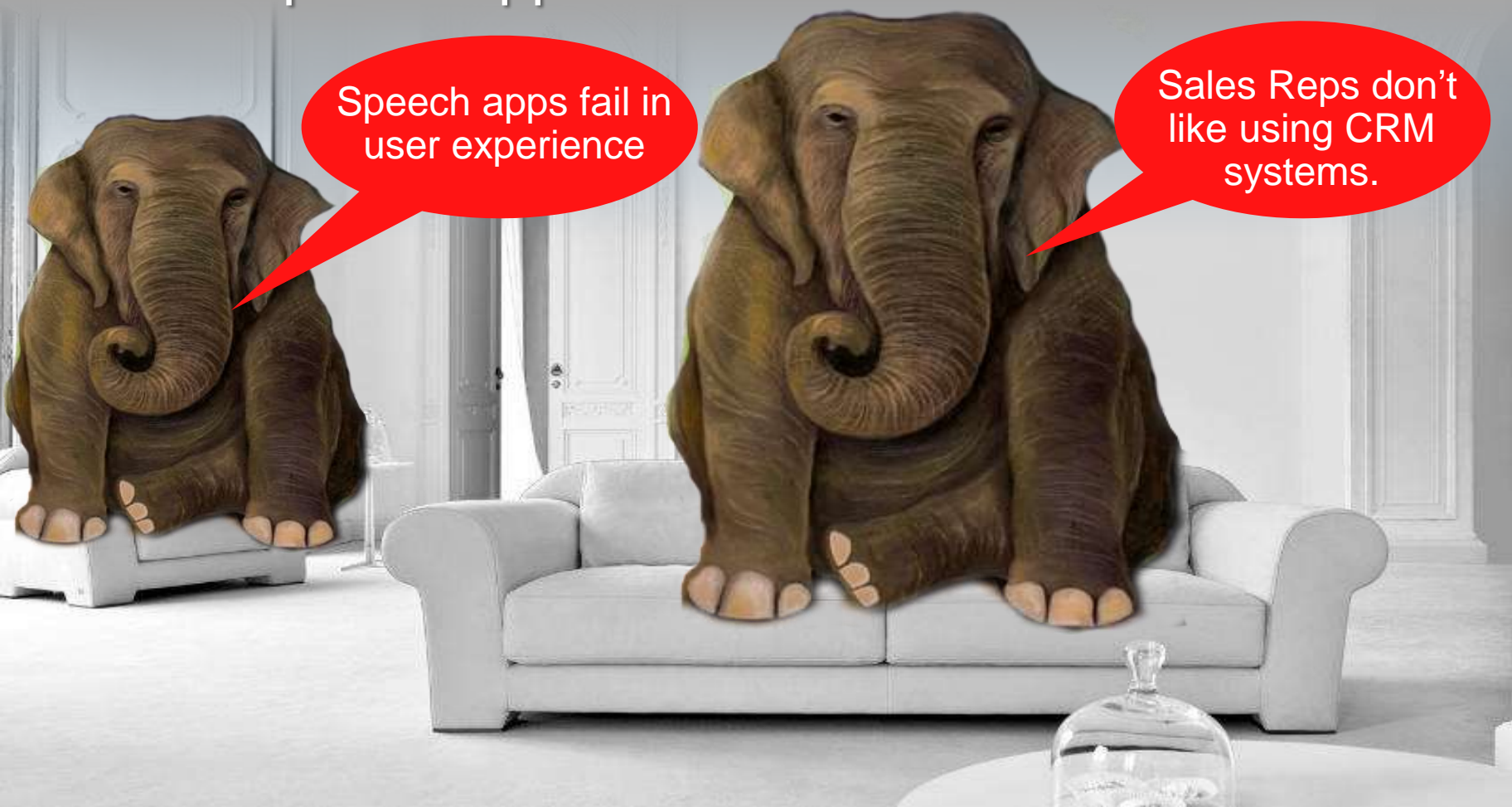
- Oracle Voice
- User experience
- Enterprise speech design patterns

CRM Business Problem



Sales Reps don't like using CRM systems.

CRM + Speech Application Problem



Speech apps fail in user experience

Sales Reps don't like using CRM systems.

ISO user experience definition

“a person's perceptions and responses that result from the use or anticipated use of a product, system or service”

ISO 9241-210

Nielsen Norman Group user experience definition

“...exemplary user experience is to meet the exact needs of the customer, without fuss or bother... True user experience goes far beyond giving customers what they say they want, or providing checklist features....

...It's important to distinguish the total user experience from the user interface (UI), even though the UI is obviously an extremely important part of the design.”

Nielsen Norman Group

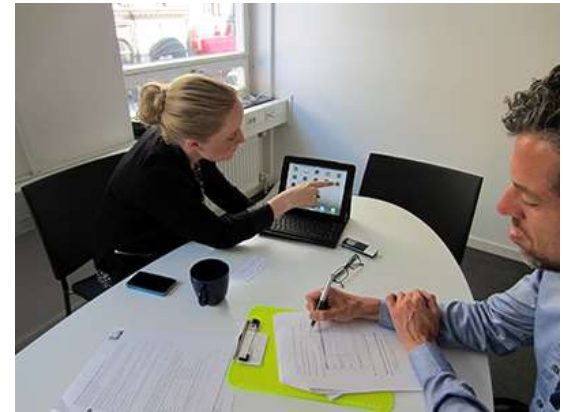
User Interface vs. User Experience



User Experience

The complete experience for a user around accomplishing a task, including across traditional applications boundaries.

Oracle User Experience



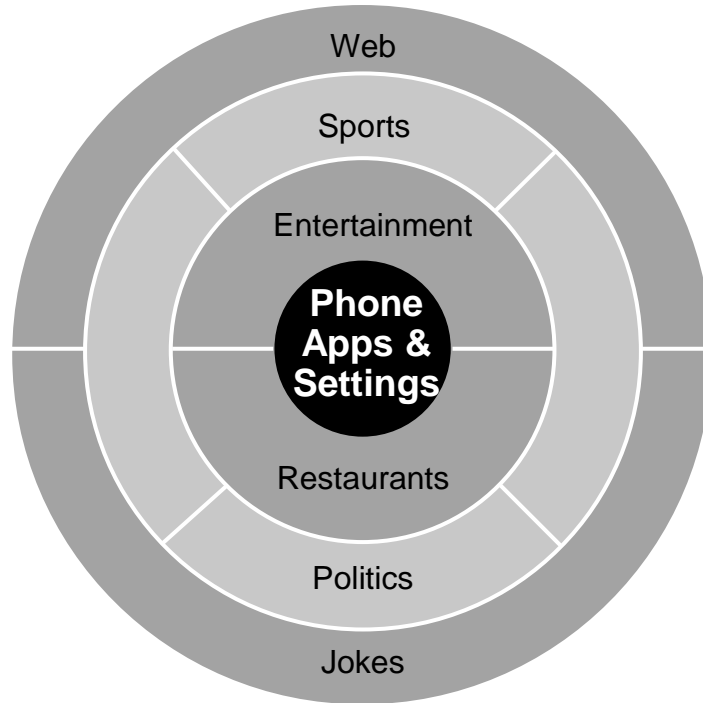
Beijing, UX Research



Beijing, UX Research

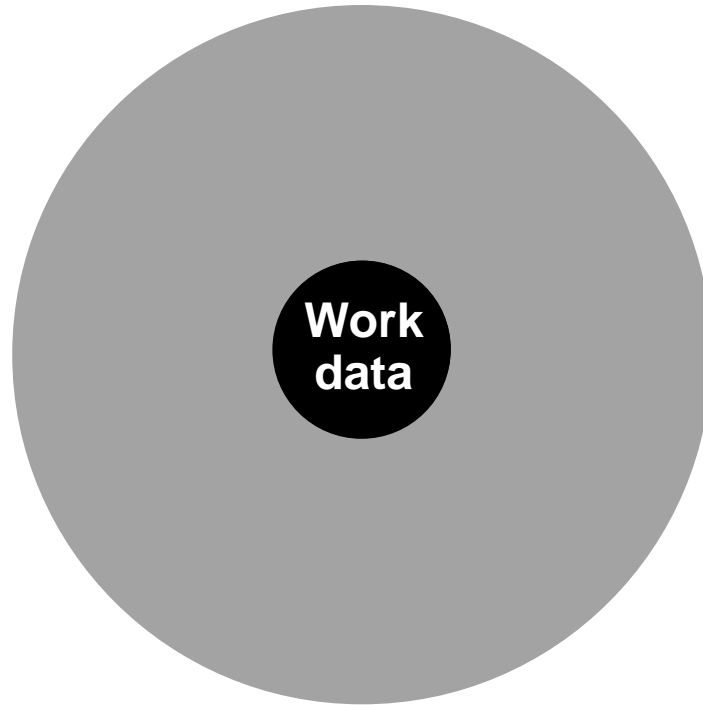


Unrealistic expectations?



 Useful information

Mobile enterprise speech app

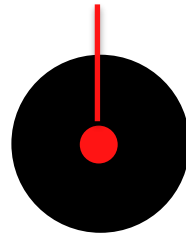


= Useful information

Mobile enterprise speech app



Mobile work tasks



== Useful
information

UX Research

Paper Prototype

Structured Interviews

Lab Study

Data analysis

Design

Beta Testing 1

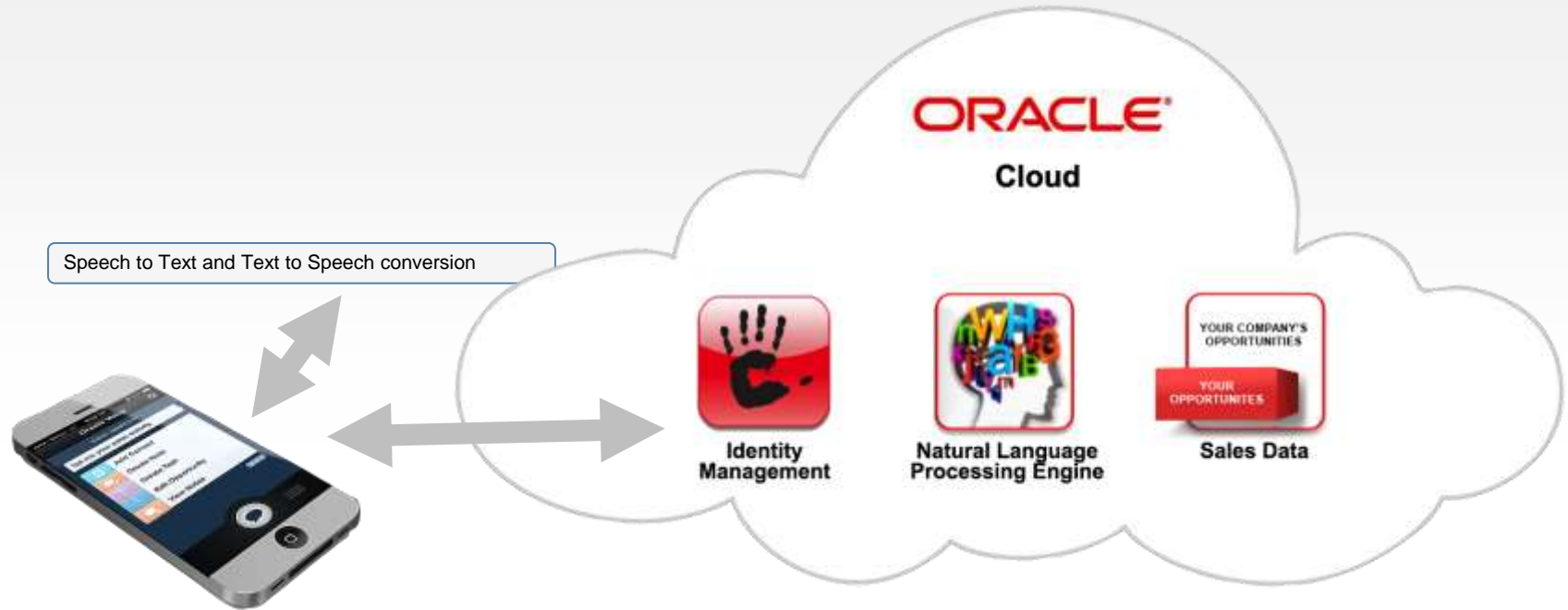
Beta Testing 1

Beta Testing 2

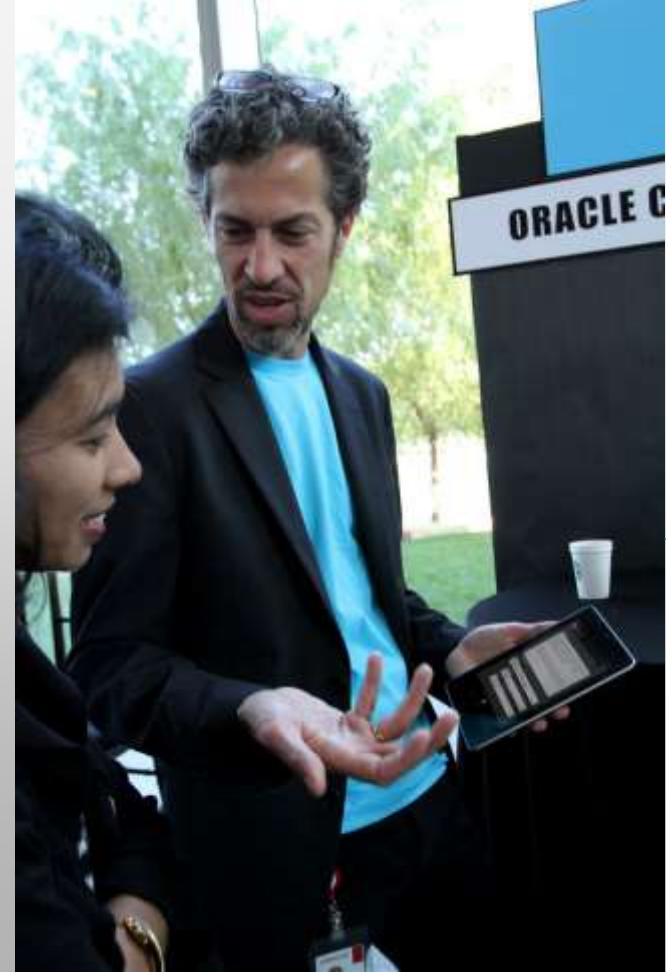




Introducing Oracle Voice

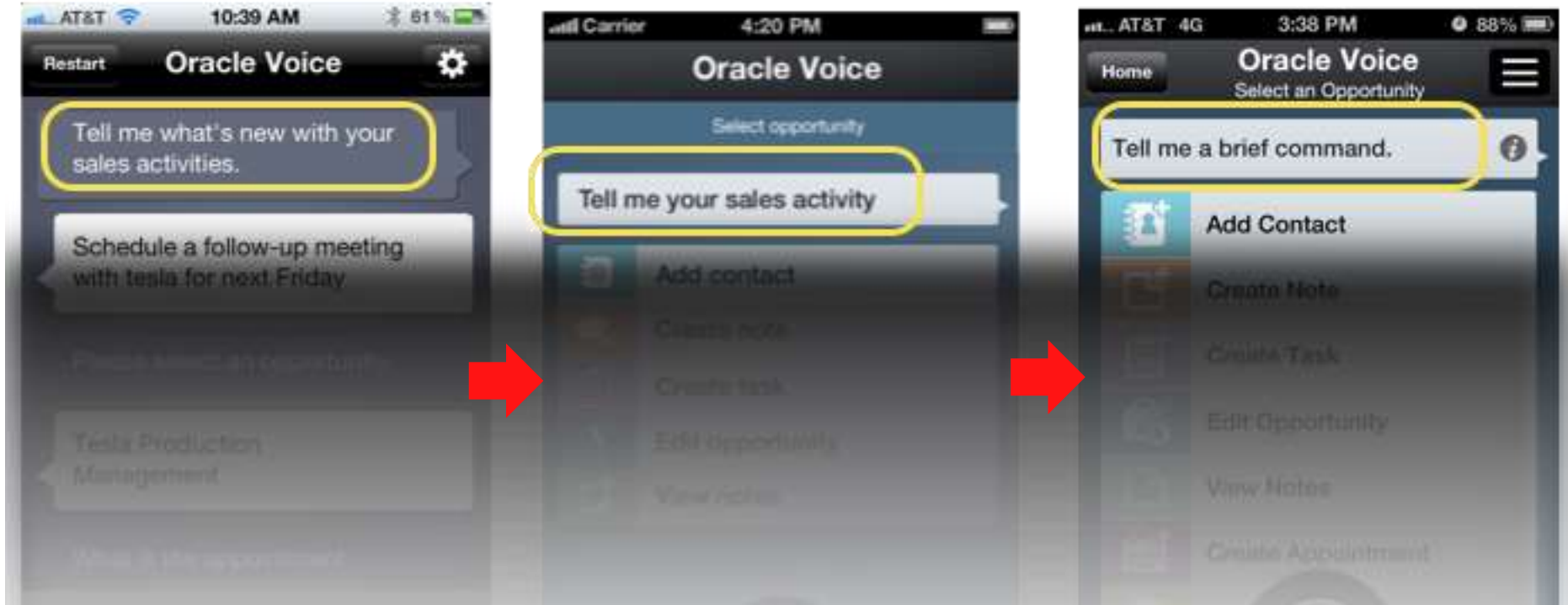


Designing a no fuss user experience



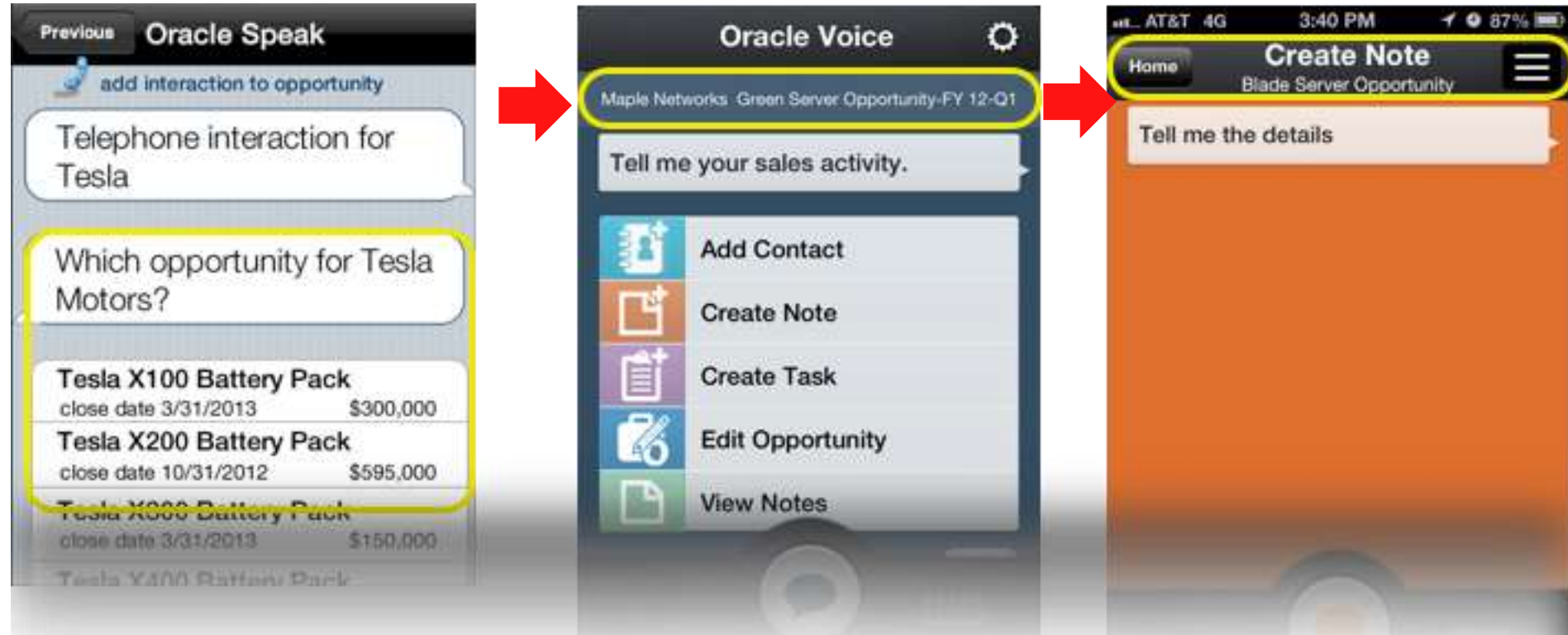
Design Explorations

Entry experience



Design Explorations

Direct to business context



"Oracle isn't a company that builds one application, it's a company that builds many."

Larry Ellison

Cloud World - Jan 30, 2014

Speech enterprise design patterns

- Search (just say it)
- View + _____
- Create + _____
- Edit + _____

Speech Design Pattern + CRM Use Case



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Speech Design Pattern + HR Use Case



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Speech Design Patterns

by Brent-Kaan White



Speech Enterprise User Experience

The app must provide

Implicit understanding of key business object

Clear communication of the capabilities

Quick ability to get data in

Predictable patterns across applications

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