

Making the web Voice friendly

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Pre - Voice

- Content on the internet is designed to be consumed by the eyes
 - First Iteration -> Web Browsers
-> Point and Click interface
 - Second Iteration -> Mobile Phone -> Touch Screen
- The Transition from Web to Mobile was linear
- The visual component remained

Post - Voice

- Linear Interface & Transition is non linear
- Digital marketers need to ensure that content they post on the blogs and Facebook pages can be delivered through voice

Content delivery portals: Voice Standards

- Linear flow of information requires attention from the user at all times
- Open medium raises the concern of data privacy and confidentiality
- Speech is natural to humans and there should be no need to learn use of voice interfaces
- No persistence of data thereby increasing cognitive load
- No images or videos to convey tone of information

What should the content be like?

- Keep it short
 - Use appropriate headlines . Start with a comprehensive brief introductory paragraph.

Fake Food Reviewer Page
Yesterday at 2:55am · 🌐



Visits to pizza place increase 11% on 4/20 📈 Pass this (cheesy joints) to your friends. Visit www.fakepizzaplace.com you the authentic oven baked pizza experience that will be asking for more. Known for our fresh veggies and organic pure delight. And just for the love and care of our customers extended our annual pizza week sale to another week. Get your friends and family today. Our specialties are chicken & sausage pepperoni, mushrooms and veggies + olives. FakePizzafestival all week.


Like · Comment · Share

👍 768 people like this.

↪️ 546 shares

Write a comment ...

Fake Food Reviewer Page
Today at 2:55am · 🌐



FakePizzaPlace is providing another week of delicious oven baked Pizza on sale from 20th April to the 27th April. Check out their dope list of cheesy treats on their website at www.fakepizzaplace.com.

Like · Comment · Share

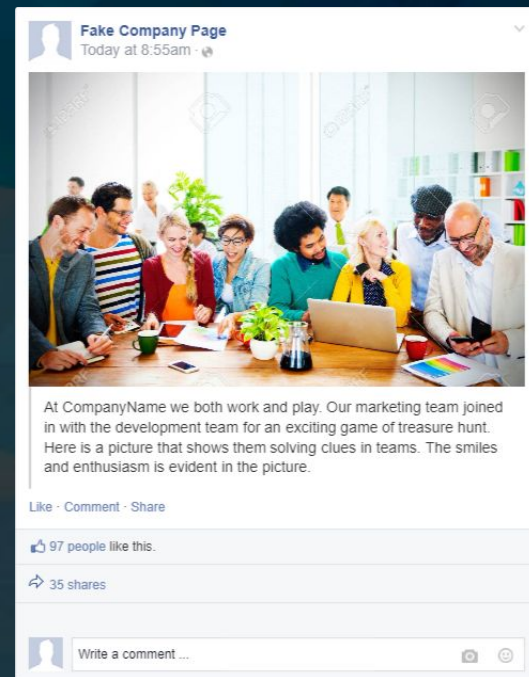
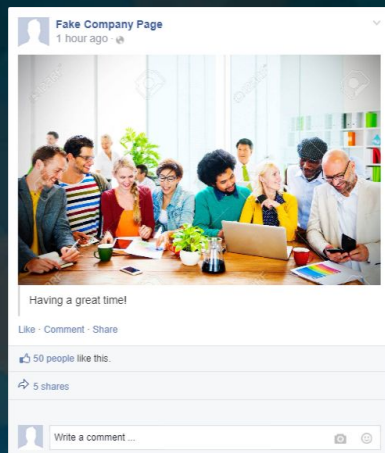
👍 867 people like this.

↪️ 646 shares

Write a comment ...

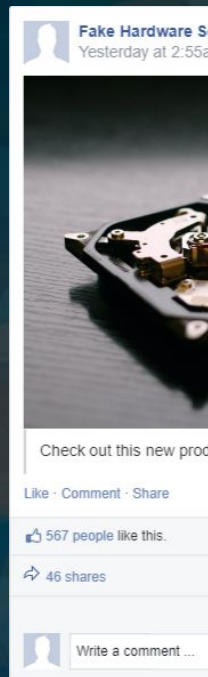
What should the content be like?

- Don't be cryptic
 - Provide alternate text for images and videos as well as appropriate references or segues to them.



How to give context in linear unidirectional content?

- Avoid Posting just a link: A URL doesn't tell the user much about the content of that URL
- Avoid Anaphoric formulations: Avoid posts such as, "Check this out," or "Watch this," that refer to something that doesn't describe or explain what "this" is referring to paragraph.



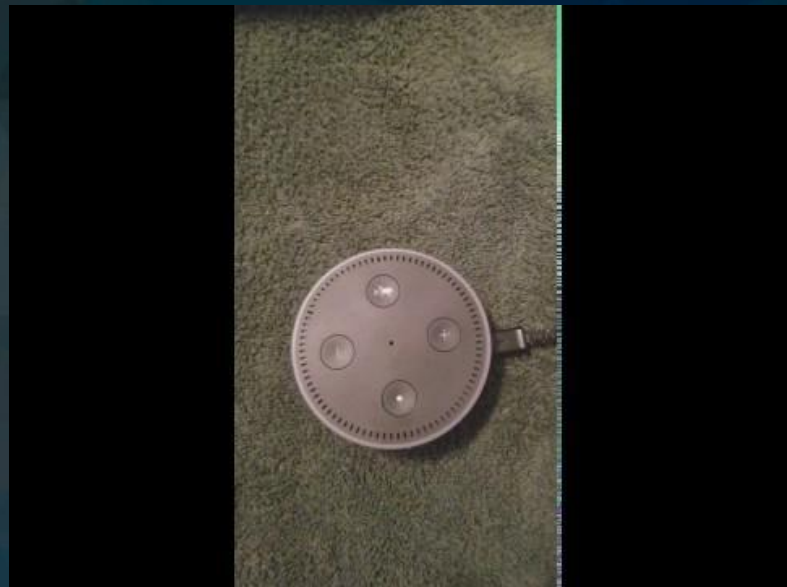
How to improve fluency?

- Use good punctuation and grammar:
The TTS engine adjusts its pace and tone as per the punctuation.
- Watch the hashtags: They are often read by the mind subconsciously by adjusting for the lack of spaces between words and may confuse the listener. Their purpose of tagging and linking similar content is lost when using voice.

Alexa	“Cooley is a truly a team focused environment first and foremost” Incredibly proud to be featured on fortune 25 best.
User	* Confused at the bag of words*
Alexa	Fortune 25’s evaluation says that “Cooley is a truly a team focused environment first and foremost”. They were featured in Fortune 25’s best Large workspaces in Bay Area
User	* I get this*

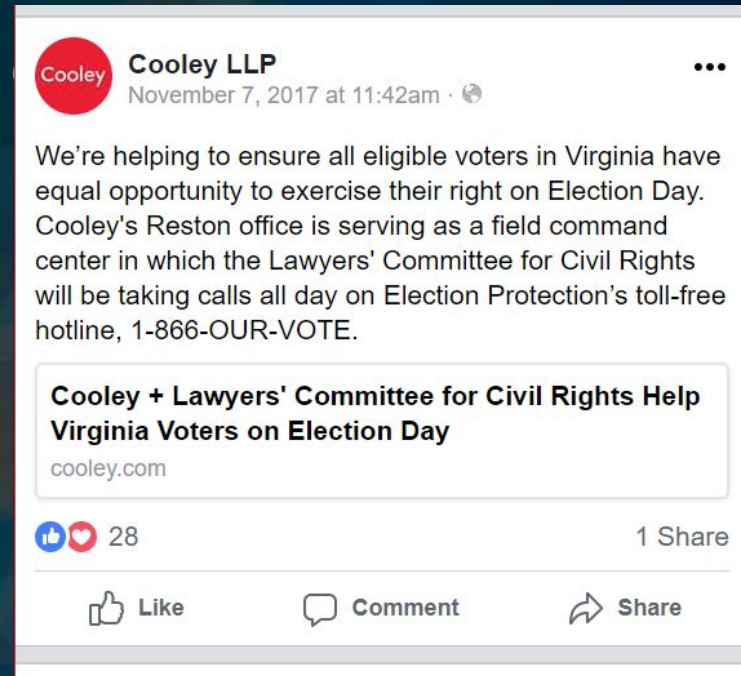
How to reduce cognitive overload?

- Use proper spelling: Avoids errors in pronunciation by the TTS engine.
- Use conversational style of English rather than texting style
- Avoid jargons and slangs: When reading text, we often speak out the text with intonations as we see fit. However, listening to slangs and jargons may be awkward for most users especially as voice is transmitted in an open medium.



How to create content immersion?

- Format your content well:
Makes user aware of the content flow
- Use ordered lists
- Link to content using context specific words
- Use phone numbers, emails, addresses in standard formats:
Make information easily recognizable



Thank You! Questions?



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