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**Conversational Interaction**  
Conference

**Connecting humans and machines**

# Natural Language: Designing the Voice Interface of Tomorrow

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# Major Trends

- Phone calls in decline but voice on the rise – voice is everywhere!
- Easy to build (many tools available out there) but hard to design (currently very low scores, many chatbot horror stories)
- Conversation not only interface but marketplace and value creation – they enable more value creation than just transactions

# Omnichannel story

## Getting a cup of coffee

- Smart speaker – ask for best coffee shop nearby
- Live assistance – call store to place order
- SMS – order confirmation
- Mobile assistant – get directions
- Store visit – pick-up coffee
- Watch or phone – make payment

**1 Goal**  
**6 Tasks**  
**6 Channels**

# The Omnichannel User Journey

- Consider context – context drives channel, consider each channel implications
- Build relationship – 1:1 brand
- Don't have to act human to be human-centered – it's about helping humans get their jobs done with the least possible friction

# Designing for the Future

- No one truly doing Omnichannel yet – BIG opportunity for you!!
- Understand users, Empathize – look at your user's needs, pains, goals and context
- Single Data Repository – in the area of AI, so far the key is data to build models and predictions
- Define Omnichannel strategy – strive for a continuous conversation with your users, that leverages current context as well as past interactions
- Intelligent Conversational UI – Analytics (Data) + Prediction + Conversational design (Proactive and Predictive)



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# Thank you

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