

Building Pretty Wrong Things

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Mobile Voice 2013

Goals

To explore one surprisingly common situation in which good design fails

To consider ways to avoid this situation

In spite of
Evidence-based design practices,
User-centric philosophy, and
Iterative user testing,

Some designs still fail.

A rigorous design practice *should*
result in....

Improved usability

More intuitive interactions

More satisfying experiences

Greater willingness to use self-service

An Example:

Automating requests to start service

Provide 24x7 access to customers

Create channel parity

Save agent costs

Maintain high level of customer service

Need to look up the address where
the caller wants to start service

Two options:

- 1) Ask caller to speak the address
- 2) Request an alternate identifier

Lookup failure

Sorry, I'm not finding that address.

Recognition failure

Sorry I'm having trouble with the address.

```
graph TD; A[Lookup failure] --> C[Recovery strategy]; B[Recognition failure] --> C;
```

I can also look it up using your <alternate identifier.>
If you know the <alternate identifier>, say it now, or you can say "I don't know it."

Guaranteed to fail.....

Because we designed the wrong thing.

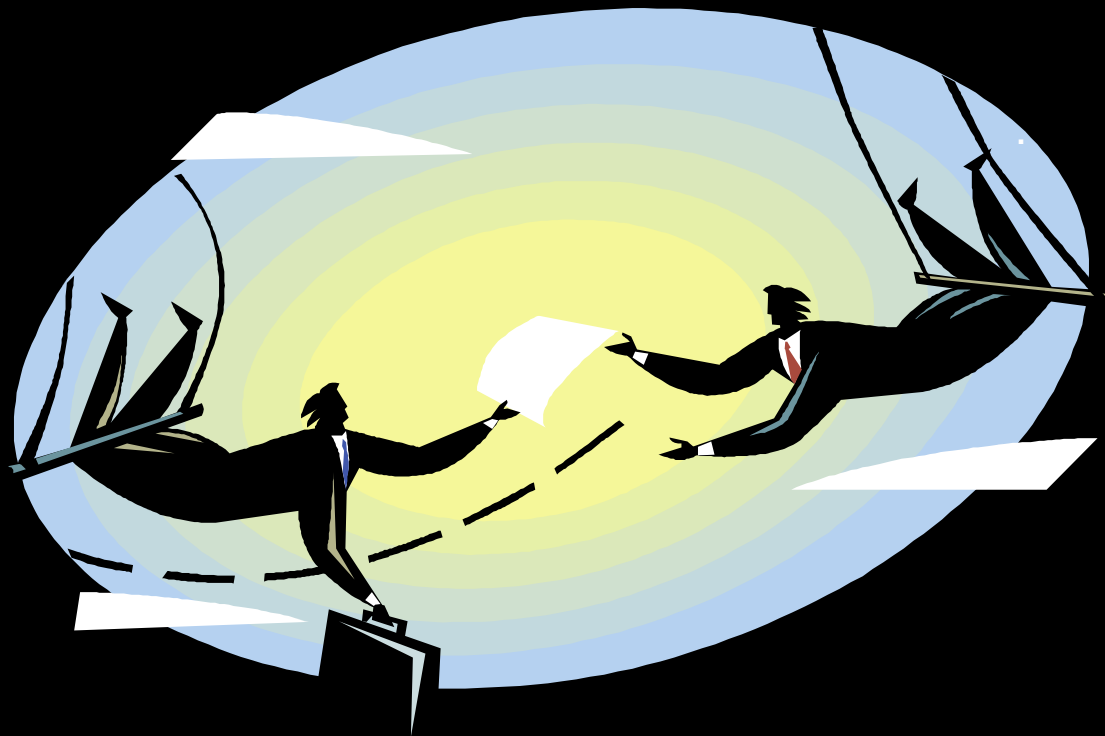
The “alternate identifier” is the utility meter number.

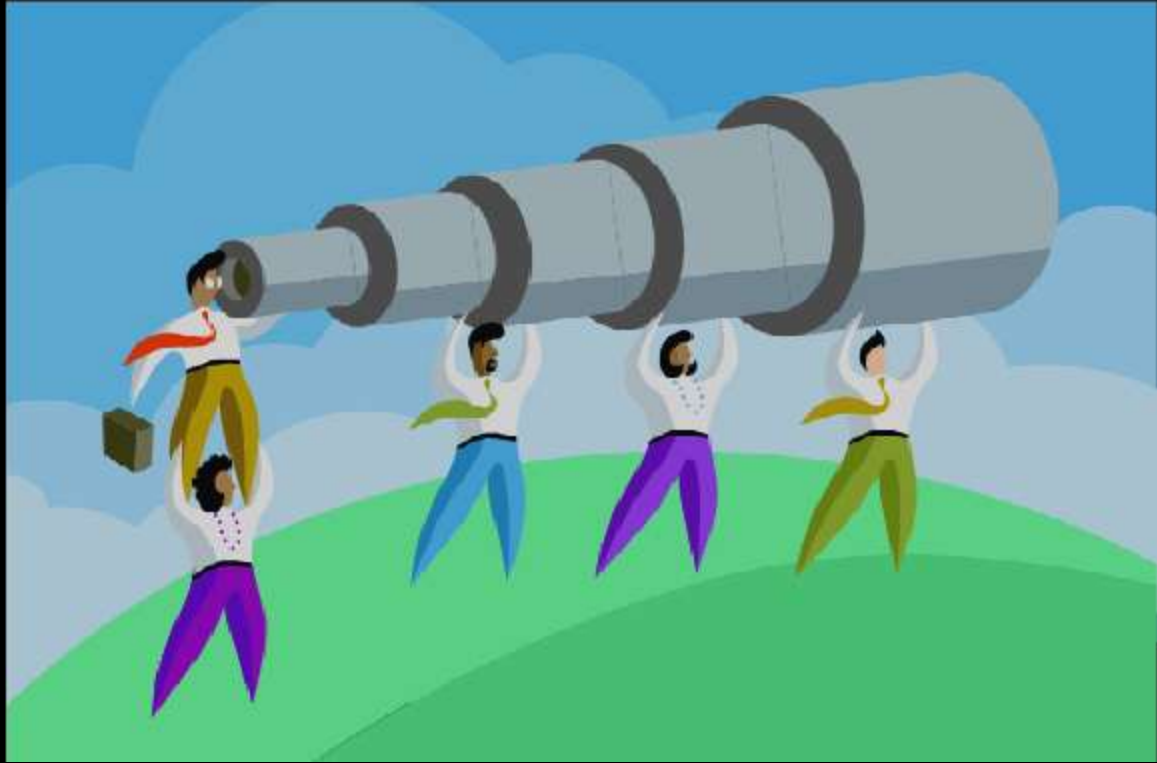
Which is located on the meter itself
At the new address
Where there’s no utility service

Losing the thread of intent

Meter number makes sense from
a data lookup perspective

But it's nonsensical when you
consider the customer who needs
to provide that number





Special thanks to Jenni for pinch hitting!

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