Hey, Hey, Hey! Fat Voice Interfaces!

What we can learn about controlling our lives with voice that can inform driving...

Dr. Johnn Feland, CEO
Where is the Data From?

- Owned
- Purchased
- Created

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What Is The Data About? People
Big Lie #1

“It will take millions of dollars and a huge Hadoop cluster to prove the utility of BIG DATA”
Start Small and Scale As Needed...
Big Lie #2

“Once we have the data actionable insights will start raining from the sky”
Missing Airplane: Malaysia Air...

Indian Ocean

03/18/2014

Malaysia Airlines flight MH370 and its 239 passengers vanished from radar while en route to Beijing from Kuala Lumpur. Help search for signs of the plane in the Indian Ocean.

Help us tag...

Wreckage
Airplane Wreckage
Big Lie #3

“Petabytes of data Plus statistical significance values of 0.00001 equals respect in the board room”
• Report in the language of the decision maker
• Empathy in report is critical to enable action
Big Lie #4

“If we measure everything we will be measuring the right things”
How could incumbents miss iPhone threat?

**Market reports said...**

“The iPhone will not substantially alter the fundamental structure and challenges of the mobile industry”

- Charles Golvin, Forrester Research, Jan 2007

**Internal BI said...**

“Right now we’re selling millions and millions and millions of phones a year, Apple is selling zero phones a year”

- Steve Ballmer, Microsoft CEO, Jan 2007

**Comfortable Conclusion...**

“The iPhone is a niche product”

- Olli-Pekka Kallasvuo, Nokia CEO, April 2008
Argus saw iPhone market fit ahead of analysts

- Treo 750 starts 2007 Strong
- Threat of iPhone causes consumer perception & demand to plummet
- Early iPhone customers clearly delighted, demand follows
Our Key Insight: Mindshare predicts marketshare

Mapping Handset Consumer Buzz Metrics to Actual Handset Sales

Eight Weeks Predicting
Adjusted $R^2 = 87.8\%$
$p$-value $= 4.547E-22$
Siri, Cortant, Google Now Delight Users, Most of the Time
Smart Home Voice Control has some rough edges
For Amazon Echo, Voice Control is Delightful!!!
Echo User Experience Outperforms Smart Home Devices

For period 7/1/15 thru 1/3/16, Sources Included: Reviews
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Conversations Are As Varied As Consumers Themselves
Crafting sticky experiences
Quick Case on Solutions Failing
New Products And Services Disrupt People’s Lives
Share of mind leads share of market
Three ways to reduce the impact of disruption

• Design the product or service to utilize existing habits and behaviors

• Teach the user how to use the new offering through marketing and advertising

• Offer a new experience so compelling that users embrace the disruption
Share of mind leads share of market
Hi, I’m Cortana.
Questions?

Sign up for a free market fit assessment, newsletters & more at http://argusinsights.com/mfa

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