

Siri

What can I help you with?

# Purpose

To assess Apple's Siri voice-controlled assistant on iPhones to see how we could improve upon its user experience and functionality.



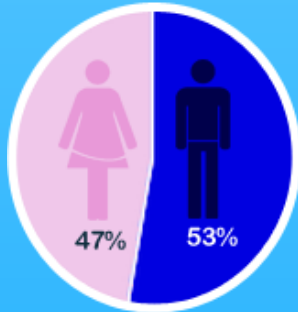
# Research Questions

1. What applications are most likely and least likely used with Siri?
2. How does the environment affect the use of Siri?
3. Why do people continue to use Siri?
4. Why do people avoid using Siri?



# Screenner Results

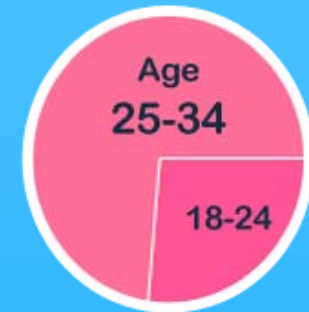
## Gender



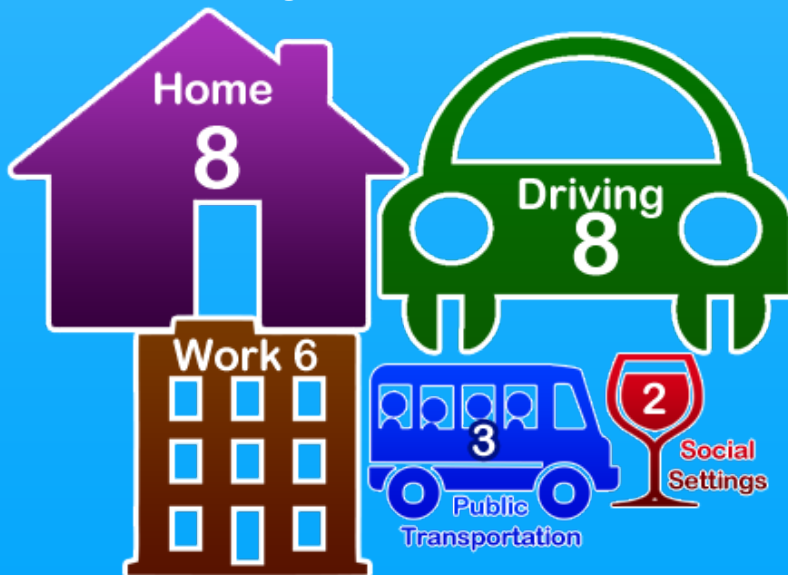
## Operating System?



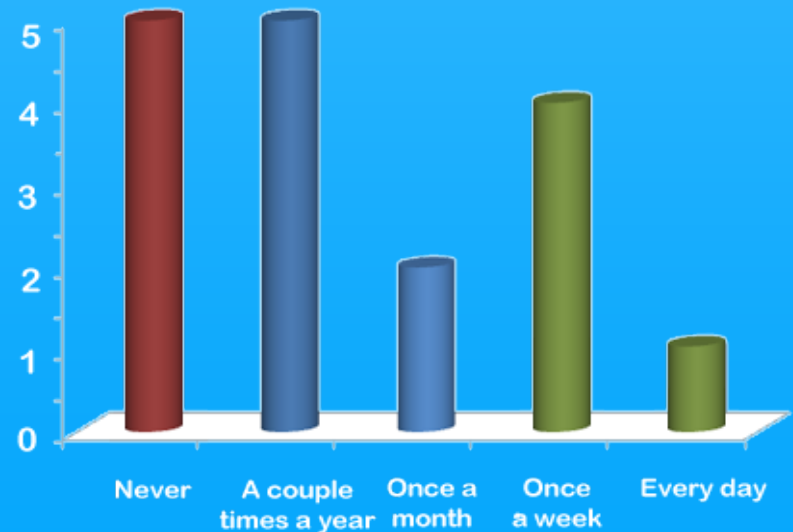
## Age Range



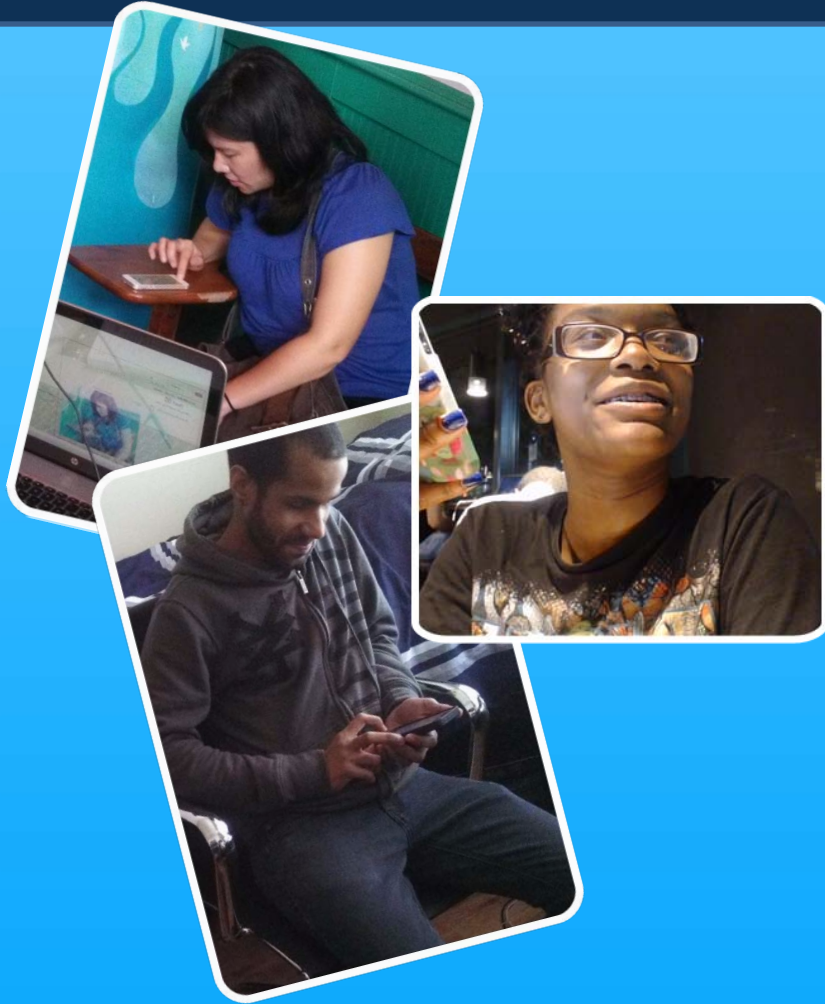
## Where do you use Siri?



## How often do you use Siri?



# The Participants



3 Low Frequency Users

and



3 High Frequency Users

# Locations



Apartment Building



Starbucks



Pizza Parlor



Denny's

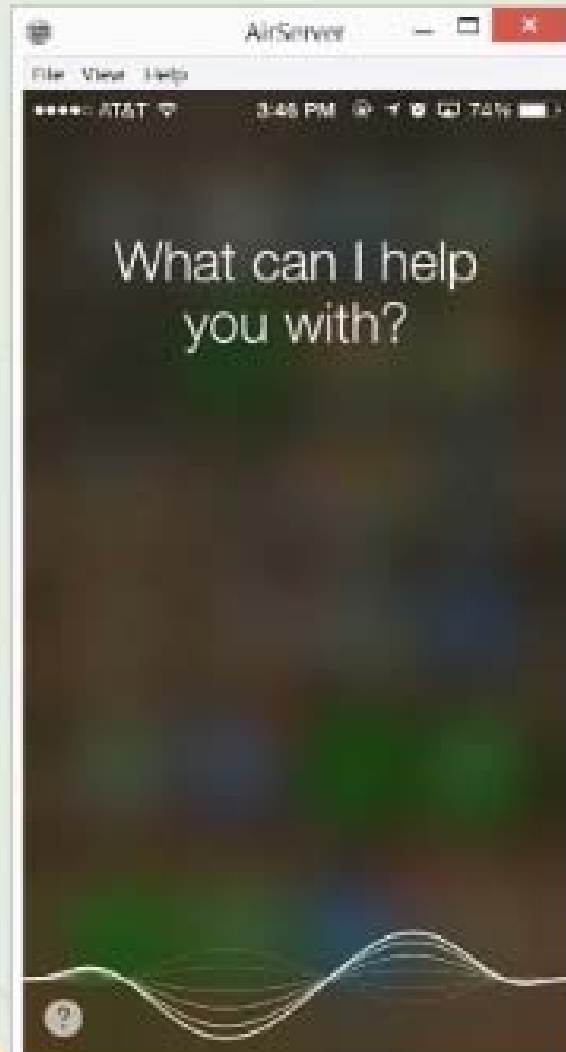


Office Building

# Observations

Registered HyperCam 3  
www.solveigmm.com

Yawcam - Preview



# Observations

Unregistered HyperCam 3  
www.solveigmm.com

Yawcam - Preview





# Research Results

1. What applications are most likely and least likely used with Siri?

## Most used applications



Finding locations

Reminders

Maps

Text

Phone calls

## Least used applications

Calendar

Email

Any multi-step tasks



# Research Results

## 2. How does the environment affect the use of Siri?

### Low Frequency Users

#### Noisy Environment

- Uncomfortable
- Yelling
- Aggravated

#### Quiet Environment

- Patient
- Calm
- Comfortable

### High Frequency Users

#### Noisy Environment

- Comfortable
- Adaptable
- Use alternative ways to speak to Siri

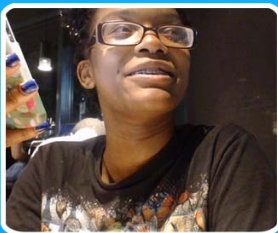
#### Quiet Environment

- Relaxed
- Comfortable

# Research Results

## 3. Why do people continue to use Siri?

- Ability to access their phone hands free
- Helpful with locating information
- Personal Assistant
- Entertainment



“It has a personality aspect of it, like a little assistant in your pocket” - Charlee



# Research Results

## 4. Why do people avoid using Siri?

- Do not completely understand how to use Siri
- Unaware of Siri's capabilities
- Siri cannot understand the user
- Will forget to utilize (Old Habits)
- Rushing



“If it doesn't work the first time,  
I'm probably wasting my time” - Manuel



# Other Findings

## Voice Recognition issues

Speech pattern – some participants spoke too fast, some spoke too slow

Voice Tone - one participant believed the tone of his voice caused issues

Bilingual – one participant had difficulty switching between different languages



# Other Findings

Users generally find their niche and use Siri for certain applications regardless of if they are high frequency or low frequency users.



# Recommendations

- Higher application integration with Siri's capabilities
- Speech calibration to make it personal  
(tone, speech pattern, and voice recognition)
- Background filter
- Dual language settings (bilingual)
- Verbal activation to make it truly hands-free
- Higher Education



# Questions?

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